

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CVII, No. 11

NEW YORK, JUNE 12, 1919

10c A COPY



*Making one Varnish do what
two did before*

TO make and market a varnish which would be all varnishes in one—that was the Wadsworth, Howland & Co., Inc. idea. A varnish that would do a rough, tough, outside job or put a finish on the finest furniture with equal speed and success—that was the Wadsworth, Howland & Co., Inc. ideal.

INOROUT The All-Round Varnish

was the achievement. Then came the period of tests. For two long years Inorout passed through all the horrors of the torture chamber and survived. It was ready to market. Years of successful work with this client made it an added pleasure to assist in placing this marvelous product before the eyes of New England.

The wealth of orders which have caused the factory to work overtime indicate that within a year Inorout has become a "best seller" in the well-known Bay State line.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Motorizing the Farm Means More Money

The readers of STANDARD FARM PAPERS are rapidly motorizing their farms by the installation and use of all kinds of labor saving machinery, such as:

Tractors
Gas Engines
Electric Plants

They have doubled their dollars in the last three years and these new devices make it possible for them to till *more* acres and produce *more* per acre.

THE STANDARD FARM MARKET therefore is becoming constantly richer, bigger and more easily sold.

Consistent advertising in STANDARD FARM PAPERS will render advertisers a constantly increasing return on their investment.

The Standard Farm Papers (Over One Million Farm Homes)

Sell a Standard Farmer and you sell his neighbors too

The Ohio Farmer
Established 1848
The Michigan Farmer
Established 1843
Prairie Farmer, Chicago
Established 1841
Pennsylvania Farmer
Established 1880
The Breeder's Gazette
Established 1881
Hoard's Dairyman
Established 1870

Wallaces' Farmer
Established 1895
Progressive Farmer
Established 1886
**Birmingham, Raleigh,
Memphis, Dallas**
The Wisconsin Agriculturist
Established 1877
Pacific Rural Press
Established 1870
The Farmer, St. Paul
Established 1882

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.,
381 Fourth Ave., New York City

All Standard Farm Papers Are Members of the A. B. C.

Issued w
Publishers
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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 25, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

Vol. CVII

NEW YORK, JUNE 12, 1919

No. 11

What Advertising Has Most Deeply Affected American National Life?

"Jackson," the Philosophic Former City Editor, Hands the Palm to the Musical Industry

By Frank H. Williams

A MUSING look came into Jackson's eyes as he listened to the perfect reproduction on his phonograph of a world-famous aria sung by one of the greatest artists of the day.

When the song stopped he turned to me with a rather intent look on his face.

"Do you know," said Jackson, "I believe that the musical advertising of the talking-machine companies and the player-piano makers has had the most vital effect on American national life of any advertising undertaken by any concern or group of concerns!"

"Just what do you mean by that?" I asked.

"That no other advertising has so deeply changed the country's characteristics as this musical advertising I am talking about. No other advertising has been so instrumental in changing national characteristics, in making us a different sort of people from what we were before the advertising began."

"That sounds interesting," I declared. "Tell me some more."

"I've been thinking quite a little about the matter lately," Jackson went on. "I began thinking about what advertising had most deeply affected our national life the other day when I was riding down in the subway and happened to read a canned-soup car-card. That set me to thinking of how the canned-goods advertising has made us all

pretty extensive buyers of foods put up in tins. Years ago we never used to buy food that way, and I couldn't help thinking what a distinct change in our household affairs the advent of canned goods made. From that I got into this other subject, with the result that I am now convinced that musical advertising stands right at the top of the list of all advertising of the past ten or fifteen years in its effectiveness in changing American life.

"Just stop and think about it a little," Jackson went on, getting enthusiastic over his topic. "You and I are not so very old and yet we can remember back in the old days in the old home town when the only music in the village was 'Doc' Silver's clarinet band, which gave occasional concerts during the summertime in the bandstand in front of the courthouse, and the two or three square pianos which languished in the big homes of the town. I say 'languished' because in most cases there was no one in the house who could play them.

"Music in those days bulked just about as large in American national life in the majority of communities as the Chautauqua does among the Fiji Islanders. In those days a musical person was thought to be highbrow, and among these highbrows there was always much hemming and hawing and sorrowful ejaculations

over the future of America, because, alas, *America was not musical!*

"The worst of it was that the people who said America wasn't musical spoke the exact truth. As I say, there were occasional bright spots in the life of every community when the band gave a more or less tuneful display of its courage and Mrs. Smith put on her best bib and tucker, invited in the neighbors and played a few simple church tunes on the mournful-looking black piano in the parlor. But musical? Say, compared with European nations America simply wasn't there when it came to music at all, at all.

"It didn't look like we would ever be musical. A few struggling piano and organ makers turned out a moderate number of musical instruments which they disposed of with difficulty, and one or two band-instrument makers flourished. But, generally speaking, the American nation had little acquaintance with music and cared less.

"Then some highly important things occurred. The talking-machine was invented, the first piano-players made their appearance on the market, and aggressive, enterprising, far-seeing business men began the exploitation and development of these musical instruments.

"You remember the first piano-players—they were clumsy and unwieldy, and you pushed them up to the piano, where you affixed their felt-padded hammers to the keys of the piano like a bunch of claws. They didn't cover the whole keyboard, either, being only 65 note, or something like that. But they pounded a lot of noise out of pianos which had stood silent for a long, long time. And, best of all, they brought the great composers into the most remote farmhouses.

"That was the point first emphasized in the advertising for the piano-players—they'd make a lot of pianos used which hadn't been touched in years. The advertising appealed to thrifty housewives who couldn't see the

sense of not doing anything more with a piano than dusting it all every day or so. And it appealed to young people who were feeling the quickening pulse of the new American life and wanted more life around the house when their friends came to call than only to have the family album to show these friends for entertainment. And it appealed to the man of the house because it sure was a good investment to cash in on his piano somehow instead of letting it lie dead.

"Then, too, came the talking machines—marvels of ingenuity, wonderful inventions and all that, but metallic, wheezy and rather unsatisfactory. Manufacturers didn't depend much on music to sell talking-machines in the old days. The Edison band banged off some tunes now and then, and some coon-shouter mangled up a song once in a while, but the bulk of the records were monologues rendered by vaudevillians who had good voices. At that, though, you remember how we used to edge up close to the flower-shaped mouth of the apparatus and put a hand to our ear and strain every nerve to catch the words, and then, after missing about half of what had been said, declare it was grand!

FIRST OF ALL, THE MACHINE ITSELF HAD TO BE SOLD

"Such advertising as was done in those old days, as I remember it, emphasized the invention part of the talking-machine—the wonderful thing it was to be able to reproduce the human voice, and all that sort of stuff. You remember how the 'His Master's Voice' trade-mark was played up in store windows and everywhere. I can remember when people used to stop and look at the life-size figure of the dog and say: 'Yes, that machine could reproduce a man's voice so a dog would sit up and take notice of it like that!'

"But while I have no inside dope on the matter, I'd be willing to wager that it was only when the manufacturers began to hammer hard on the musical end

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*Important***RATE CHANGES**

EFFECTIVE September 1, 1919,
the Christian Herald circulation guarantee
will be increased from 250,000 to 300,000
—95% net paid.

The line rate of \$2.00 and the black
and white page rate of \$1200 remain
unchanged.

Back cover rates:

\$1600—TWO COLORS

1900—THREE COLORS

2100—FOUR COLORS

No advance on inside color work.

No advance on center spreads.

These rates apply to all orders not
actually in our office and accepted.

The Christian Herald

GRAHAM PATTERSON, *President*

NEW YORK CITY

of the talking-machines that sales began to bound. I remember distinctly calling on a young lady friend one night, many years ago, and finding her all excited because the family was contemplating the purchase of a phonograph. She showed me an ad in a magazine showing the parlor of a home with the rugs piled in a corner, a phonograph going full tilt and a number of young people dancing around. 'We're going to get one of those,' my young lady friend told me. 'Won't it be fine to have a dance right here whenever we want it!' I remember several other families of my acquaintance who bought phonographs for just about the same purpose.

"You remember, of course, how, a comparatively few years back, all of the talking-machine companies suddenly perfected their product and began advertising heavily that every home could now hear the world's most famous singers, just as though the singers were right there in the house. I remember distinctly one ad of this period in which a great lot of famous opera singers were shown floating out of one of the parlor talking-machine cabinets. Up to that time I'd not paid much attention to the progress being made by the phonograph concerns, and I still remember how this ad caught my interest and held it. It came with a distinct surprise to me to know that I could hear all these famous people on a phonograph. It was that very ad which made me buy a phonograph, and I've no doubt it influenced countless others to do the same thing.

NOW IT IS MUSIC THAT IS ADVERTISED

"It is interesting to note the difference in the phonograph ads of to-day from what they were a number of years ago. I was enough interested in this topic the other day to go over to the public library and wade through the magazine pages of some old publications and through the ads in some old newspapers just to find out what slant the phonograph com-

panies had on their product in the early days of the industry, and in what way that old-time slant differed from the angle they have on their goods to-day.

"I found that day before yesterday the emphasis was placed on the remarkable nature of the talking-machine—its ability to reproduce sounds and all that. Yesterday the emphasis was entirely on the musical end of the business—bringing music to your own home at a moderate cost, hearing famous opera singers again and again in their most famous songs at less than the price of a pair of seats at the Metropolitan Opera House, and that kind of stuff. To-day, of course, phonographs are exclusively musical instruments, and the emphasis in all the ads is upon the musical features, but this emphasis has been shifted from being entirely on the machines to rest largely upon the records.

"Look at the recent ads issued by the Victor company. One of them is headed 'Music that is more than a memory,' and tells us that the Victrola 'makes the opera and the concert more than a fleeting pleasure. . . . You can have encores without number. You can hear the interpretations by the very same artists who won your admiration at the opera or concert.' The Vocalion, we are told by the Aeolian Company, plays for you 'the music as you best like to hear it. The gamut of musical expression, from ringing bravura to the most delicate echo, is at the command of your finger-tips.'

"Look at this advertisement of Columbia records—'Happy Music.' 'All the happy music you ever heard or ever will,' says the copy—'yesterday, years ago, or tomorrow—can be yours on Columbia records.' The Edison phonograph makers centre their campaign around the tone perfection of the records. One by one famous singers have been shown singing in comparison with the Edison 're-creation' of their voices. In the advertisement

(Continued on page 150)

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The New York Globe

America's Oldest and Most Progressive Independent Newspaper

offers the advertiser the privilege of addressing the soundest body of intensified reader interest and reader confidence to be found anywhere.

The Globe makes no pretense of being the "largest," "cheapest" or "greatest" in any respect.

Its 180,000 daily purchasers are of the class with money to spend equalling that of the entire population of many cities of considerable population.

The advertiser does not have to address the multitude at heavy expense in order to seek a market for his goods, provided they are calculated to appeal to the class of people who regularly buy and read The Globe.

The New York Globe does not knowingly take a dollar from any advertiser which does not produce profits for him.

Firms and individuals in practically all lines use the advertising columns of The Globe with handsome returns.

The Globe

Member A. B. C.

**RATES identical
for foreign and
local advertising;
same rates to all
for like service.**



*A
Splendid Product
—good distribution*

WHY WERE SALES SLOW?

A vacuum bottle that will not break
—all steel—can be dropped on a rock without injury.

—this unique product was perfected three years ago by the Stanley Insulating Company.

By skilful sales-work, the new vacuum bottle was placed with the trade.

But repeat orders came slowly. Dealers failed to move the new bottles.

The manufacturer determined to investigate.

A Stanley salesman found his bottles displayed in many stores together with competing bottles.

In a department store he picked up one of his own bottles and turned to the clerk.

"Why do you charge \$9.50 for this bottle," he



The Stanley Bottle being taken aboard the NC-4 at the start of the historic ocean flight.



ALL the American transatlantic planes, the NC-4, the NC-1 and the NC-2, and ALL the British overseas aircraft, including Hawker's Sopwith, were equipped with Stanley Vacuum Bottles.

"I have secured some Stanley Vacuum Bottles," Hawker wrote before starting on his flight. "I find them efficient beyond my most sanguine expectations and shall use them on my attempt to fly across the Atlantic."

asked, "when that other bottle of the same size costs only \$4.50?"

"It's a new bottle," replied the clerk—"a good one."

"Why is it better?"

The clerk shook his head. He did not even know that the Stanley Vacuum Bottle was unbreakable!

And it was on clerks like this that the manufacturer was relying to get his story to the public! The new bottles were selling slowly because retailers were not able to drive home the big sales argument to their customers. The story had to travel from the dealer to the clerk—from the clerk to the customer—and it was getting lost on the way.

To-day this manufacturer is *taking his story direct to the public by newspaper advertising*. The J. Walter Thompson Company is co-operating with the Stanley Insulating Company in telling consumers the advantage of a vacuum bottle that will not break.

J. WALTER THOMPSON COMPANY

New York

Chicago - Boston - Detroit - Cincinnati

Wanted: A Clearing House for Slogans

A List of Fifty of the Better Known Slogans

AN increasingly large number of inquiries have been coming into the Research Department of PRINTERS' INK requesting a list of slogans or asking assistance in determining the originality of a certain slogan. For a long time the need of such a list has been apparent. Advertisers who wish to adopt a slogan in conjunction with their advertising campaigns are often deterred from using one, due to their inability to determine whether it has been used previously. Usually the proposed slogan is new, yet there is always a doubt existing in the mind of its author as to its originality.

The compilation of a complete list of slogans is surely an impossible task. Retail advertisers all over the country have them, and also cities, associations, publications, etc. Then again it must be borne in mind that there is no Government bureau, such as the Trade-Mark Bureau, where the compilation of a list consists of simply copying off the desirable names. Another obstacle is the inconsistent use of the slogan or the frequent clanging of the wording.

A number of manufacturers' associations, such as the silk and paint associations, maintain their own trade-mark and trade name bureaus, where the members can ascertain with reasonable sureness, whether a proposed trade-mark has been used or not. The Troy collar manufacturers have, for years, maintained such a bureau, where all proposed names for collars are submitted. At this bureau an accurate record is kept of all the names now in use as well as names registered for future use and by this means it is an easy matter to avoid duplication. Very little has been done, however, by these associations toward compiling a list of slogans, and where it has been attempted,

the list includes only those of the field covered by the members of the association.

A list of nationally advertised slogans, however, can be made complete enough, to enable the user to determine with reasonable certainty whether or not the one he intends using is new. Of course in such an undertaking it would not be feasible to attempt to publish the entire list at once. A list of fifty well-known, nationally advertised slogans follows, and subscribers are requested to notify us of additional names, which will be printed in a supplementary list or lists at such a time as may be found advisable. It is suggested that the selection of such slogans be limited to those actually used in campaigns of national scope.

All Phonographs In One. Brunswick.
Balke-Collender Co.
As Easy as Pointing Your Finger.
Colt Patent Fire Arms Mfg. Co.
Ask Dad—He Knows. American Tobacco Co. (Sweet Caporal.)
Ask the Man Who Owns One. Packard Motor Car Co.
Best In the Long Run. B. F. Goodrich Co. (Tires.)
Built for Sleep. Simmons Co. (Beds.)
Candy Mint With the Hole (The).
Mint Products Co. (Lifesavers.)
Chases Dirt. Cudahy Packing Co. (Old Dutch Cleanser.)
Clean Tooth Never Decays (A). Fineline Mfg. Co. (Prophy-lac-tic Tooth Brush.)
Cleans As It Polishes. Channel Chemical Co. (O-Cedar Polish.)
Cocoa With That Chocolate Taste (The). Runkel Brothers.
Comfort Car (The). Hupp Motor Car Corp. (Hupmobile.)
Concrete for Permanence. Portland Cement Association.
Covers the Earth. The Sherwin-Williams Co.
Don't Grope in the Dark. American Ever Ready Works. (Daylo.)
Eventually—Why Not Now. Washburn Crosby Co.
Flavor Lasts (The). William Wrigley, Jr. Co.
From Contented Cows. Carnation Milk Products Co.
Good Morning! Have You Used Pear Soap? A. & F. Pears, Ltd.
Hammer the Hammer. Iver Johnson Arms & Cycle Works.



SURELY ought to enjoy that canoe trip, the way we're sweating to raise cash. That hole the baseball suits made is all cleaned up, and we're way beyond now.

Seems as though the town ought to be all mowed and clipped and rolled by now. Dad says we're some close shavers, but mother didn't smile at all. She said nothing that tends to develop industry and thrift should be touched on lightly, and that sweetest

rewards are hardest won. Dad said he ought to know that, himself, and winked at me.

Gee, we just stand around now, waiting for the grass to grow faster. If it doesn't hurry up we'll have to fill in the chinks some other way.

Seems that every time we look at that catalogue we sent for there's something new added to our list. And it's already a mile long.

(To be continued in *Printers' Ink* June 26)

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World."

Boys of Billy Byer's type get what they want by any fair means. That their families can afford to give them what they want is no deterrent to their turning their own hands to earning their part.

There's no snobbery in their make-up. They work and play towards the goal for the game's sake.

An accurate gauge of what appeals to this type of boy has built up a circle of more than 500,000 of such boy readers for *The American Boy*. A close appraisal of boy character has formed its constantly renewing, always growing circulation, a composite circulation typified by Billy Byer.

THE SPRAGUE PUBLISHING CO., Detroit, Mich.

(MEMBER A. B. C.)

Branch Offices: 286 Fifth Ave., New York 1418 Lytton Bldg., Chicago



Hasn't Scratched Yet. Bon Ami Co.
Have You a Little Fairy in Your
Home? N. K. Fairbank Co.

Have You Tried One Late? Gen-
eral Cigar Co. (Robert Burns.)

His Master's Voice. Victor Talking
Machine Co.

If It Isn't an Eastman It Isn't a
Kodak. Eastman Kodak Co.

It Floats. Procter & Gamble. (Ivory
Soap.)

It's Toasted. American Tobacco Co.
(Lucky Strike.)

Kalamazoo—Direct to You. Kalama-
zoo Stove Co.

Kitchen Cabinet That Saves Miles of
Steps (The). Hoosier Manufacturing
Co.

Like Old Friends They Wear Well.
Louis Meyers & Son. (Gloves.)

Makings of a Nation (The). Ameri-
can Tobacco Co. (Bull Durham.)

More You Eat, The More You Want
(The). Rueckheim Bros. & Eckstein.
(Cracker-Jack.)

National Drink (The). Welch Grape
Juice Co.

National Joy Smoke (The). R. J.
Reynolds Co. (Prince Albert.)

No Metal Can Touch You. A. G.
Stein Co. (Paris Garters.)

One of the 57. H. J. Heinz Co.
Save the Surface and You Save All.

Paint and Varnish Association.
Skin You Love to Touch (The).

Andrew Jergens Co. (Woodbury's Facial
Soap.)

Test It With a Hammer. Pratt &
Lambert, Inc.

There's a Reason. Postum Cereal Co.
They Satisfy and Yet They're Mild.
Liggett & Myers Tobacco Co. (Chester-
field.)

Time to Re-tire? Fisk Rubber Co.
Varnish That Won't Turn White
(The). Valentine & Co.

Watch With the Purple Ribbon (The).
South Bend Watch Co.

We Are Advertised By Our Loving
Friends. Mellins Food Co.

When It Rains—It Pours. Morton
Salt Co.

Wood of Service (The). Southern
Pine Ass'n.

You Can't Buy a Multigraph Unless
You Need It. Multigraph Co.

You Press the Button—We Do the
Rest. Eastman Kodak.

Your Nose Knows. American To-
bacco Co. (Tuxedo.)

O. C. Mosley Transferred to San Francisco

O. C. Mosley has been transferred
from the New York office of the Curtis
Publishing Company to the San Fran-
cisco office. Mr. Mosley was formerly
advertising manager of Libby, McNeill
& Libby, Chicago, and the American
Sugar Refining Company, New York.

E. D. Hallock, formerly with the
Gray & Dudley Co., of Nashville, Tenn.,
has been appointed advertising man-
ager of the Elder Manufacturing Com-
pany, St. Louis, Mo., manufacturer of
dry-goods specialties.

Society Brand Clothes Have Air Delivery

ALFRED DECKER & COHN,
makers of Society Brand
Clothes, have inaugurated an air-
plane delivery service for their
customers in the Chicago district.
Beginning with June 3 two Cur-
tiss airplanes began a regular
schedule of deliveries to clothing
dealers in Chicago, Galesburg,
Kankakee, Champaign and Dan-
ville, Ill.; South Bend, Valparaiso,
Lafayette, Ind.; Milwaukee, Mad-
ison and Janesville, Wis.

The two airplanes were christ-
ened Society Brand I and Society
Brand II by Harry H. Merrick,
president of the Chicago Asso-
ciation of Commerce at a cere-
mony on Society Brand aviation
field on June 3. The field extends
over forty acres. Lieut. David
L. Behncke, lately in charge of
testing and inspecting army planes
at Chanute Flying Field, Ran-
toul, Ill., will be in charge and
will be assisted by a staff of
trained men recently discharged
from the army aviation corps.

The Alfred Decker & Cohn
firm is making much capital out
of the proposition in an adver-
tising way. The planes will be
distinguishable at a great height
because of their checker-board
wings. They were thus marked
so as to obtain the highest visi-
bility. Large advertisements are
being run in the Chicago news-
papers inviting the public to visit
the aviation field.

It is planned to extend the
service in a short time so as to
make deliveries within a radius
of 500 miles of Chicago.

Douglas Taylor With "Print- ers' Ink"

Douglas Taylor, recently discharged
from the air service, has become asso-
ciated with PRINTERS' INK as assistant
to Kirk Taylor, Western manager. Be-
fore entering the service Mr. Taylor
was with Henry Lindenmeyr & Sons,
New York paper house, and for nearly
five years was connected with the
United States Printing & Lithograph
Company.

Clearly Dominant in Des Moines

THE Des Moines Register and Tribune in 58 morning, evening and Sunday issues in May published 716 columns more advertising than both other Des Moines evening and Sunday newspapers combined published in 62 issues.

Every week day in May except two Saturdays The Evening Tribune was first in evening advertising. The Tribune exceeded the second Des Moines evening paper by 30 per cent and the third evening paper by 100 per cent for the month of May.

THE Evening Tribune in six issues a week carried more advertising than either of its evening contemporaries, including their Sunday editions, seven issues a week.

Every Sunday in May The Sunday Register carried practically as much advertising as both other Des Moines Sunday papers combined.

The Sunday Register publishes one of the largest and finest photogravure magazines in the west. Eight pages of photogravure every Sunday.

Member Audit Bureau of Circulations.

I. A. KLEIN,
Metropolitan Tower, New York.

JOHN GLASS,
Peoples Gas Bldg., Chicago.

Collier's

THE NATIONAL WEEKLY

Collier's



Grist! Are your messages to the world as *speedily* printed as they should be? A message from you to us may bring some surprising thoughts on this important subject. Send it now. *** From out of the whirling wheels of this small utterer of well-printed sheets comes a great volume of the world's grist of letters, forms, plans, designs, etc. All are microscopically accurate duplicates of their originals. But the fact that the Mimeograph will deliver thousands of duplicate letters within the hour of dictation establishes its supremacy in the world of action. It is an hour-saver—as it is a dollar-saver. Your message—for booklet "M"—now! A. B. Dick Company, Chicago—and New York.



More Than a Million a Week

After 14 years' experience in national advertising, the A. B. Dick Company decided in 1916 to make Collier's the backbone of their campaign.

Since 1916 Collier's has carried more Mimeograph advertising than any other general publication. National results have justified increased space in Collier's each year.

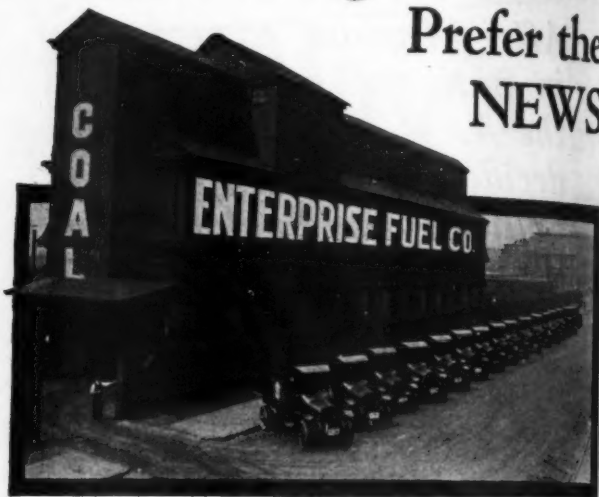
Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52 Year
More Than ~~a~~ Million a ~~Week~~

Baltimore's Big Advertisers Prefer the NEWS



Oak Street, "Pocket" of The Enterprise Fuel Company.

THE feeling among the largest business concerns in Baltimore—concerns who are right here on the ground and in a position to see and KNOW the relative value of ALL mediums—is that The NEWS is not only the BEST advertising medium but is all-sufficient in itself to put over really BIG propositions, further illustration of this fact is furnished by the Enterprise Fuel Company, one of the largest retail coal concerns in the entire South, which has just completed a campaign of 8 full page advertisements in The NEWS—EXCLUSIVELY!

Q The NEWS has the largest net paid circulation of any Baltimore daily paper. It was the only Baltimore daily paper to show a gain in circulation for the six months ending March 31, 1919, as compared with the same period a year ago. The NEWS made the largest gain in advertising of any Baltimore paper in April, 1919, as compared with the same month last year. The NEWS carries more display advertising than any other Baltimore paper.

Merchandising assistance, analyses, trade investigation, and plans for EFFECTIVE advertising in Baltimore are as much a part of our daily work as handling orders for space. Ask our advertisers.

The Baltimore News

Over 100,000 net paid Daily and Sunday

The NEWS carries more display advertising than any other Baltimore newspaper

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

When It Pays to Emphasize the Product, and Not the Maker

Why N. K. Fairbank Doesn't Sell the Family of Products Idea

By G. A. Nichols

WHO makes Gold Dust? Quick now, hold up your hands.

Gold Dust—Gold Dust? You can close your eyes and see the black twins and the big yellow package. But who makes it? Oh, well, who wants to know, anyway?

While the class is on its feet let's finish the thing. Who makes Covo salad oil? Snowwhite? Cottolene? Who makes Fairy soap, Sunny Monday soap and Fairy Flakes?

"The N. K. Fairbank Company," finally replies Mr. Walking Encyclopedia, as he blithely steps to the head of the class without being told.

Is the Fairbank vanity hurt because even advertising men may be unable offhand to associate the name with the company's various products? Not in the least. On the direct contrary, Fairbank is well satisfied with the condition because this is exactly what it strives for in its advertising. It wants its various products known, but is not at all concerned with becoming famous as the N. K. Fairbank Company.

These observations are suggested by a recent interesting circular sent out by the company headed "Important Announcement to All Officials, Department Managers, Salesmen, Brokers and Employees Generally." Copies also are sent to stockholders "whose co-operation also is hereby solicited."

The circular urges every member and friend of the organization to insist upon receiving Fairbank brands when they buy from retailers.

"Think for a moment of the effect upon retailers throughout the country," says the circular, "if every employee of this great organization should demand Fair-

bank brands and refuse to accept anything else in their place."

The company expresses the belief that its employees are of course acquainted with the names of its various products. Nevertheless, to make sure, the entire line is listed and described.

PRINTERS' INK is not a catalogue, but perhaps as a matter of information to advertising men in general the editor will permit the Fairbank products to be listed here. We'll try it, anyway. The line is in three general divisions—shortening, salad oil and soap products. The names: Snowwhite, Fairco and Boar's Head for shortening; Cottolene, a cooking fat; Covo, a salad oil; Gold Dust, Fairy Toilet Soap, Fairy Flakes, Pummo hand soap, Glycerine tar soap, Polly Prim scouring soap, Sunny Monday, Santa Claus, Clairette, Dandy, Ark, Mascot and Chicago Family laundry soaps.

EMPLOYEES NEEDED REMINDER OF FULL LINE

Good results followed the circular. New enthusiasm and personal pride were aroused among the employees and others. An official of the company says some real business can be traced directly to this presentation.

"Our products," he said, "are so numerous and so little advertising emphasis is placed upon the name Fairbank that it would not be at all remarkable if some of the people interested in or connected with this company should momentarily fail to identify some things as being made by Fairbank. Hence the listing and description of the products in this appeal."

If the company insisted on emphasizing the company name in advertising its line it probably would become much better known among

consumers as Fairbank. But would this increase the sales volume?

If the company made only Gold Dust and such allied laundry and cleaning products that could properly be grouped with it, then it could talk company name to its heart's content and not detract from the advertising appeal.

But Fairbank makes food products as well. The two classes of goods won't go together very well in an advertising way. It would not be good advertising to attempt to get distribution for Covo salad oil on the strength of the company's reputation as maker of Gold Dust. One is food and the other is washing powder. Being advertised as the maker of Cottolene or Snowwhite is not going to help the company sell Fairy soap or Polly Prim cleaner. This is why Fairbank strives to have each product become known and famous under its own name and on its own merits.

It is altogether possible that a woman who is a good friend of Gold Dust would not take quite so kindly to Pummo handsoap if advertising emphasis were placed on each of these items as being made by the same company.

A similar advertising problem is encountered by the Carnation Milk Products Company, which puts out two grades of condensed milk. Its high-grade product is Carnation. And then, under the name of the Hebe Company, it manufactures another condensed milk which is adapted for cooking purposes.

This concern deems it wise to keep the two entirely separate as to name, advertising and merchandising—going much further in this respect than Fairbank finds it necessary.

The reason is apparent. If the main company emphasized its name as the maker of each of these milks both would lose in advertising strength. A woman buying Carnation milk might under those circumstances expect something near the same equal in the other. If she bought the other milk she might thereby get an improper idea as to the quality of

Carnation. Each milk is advertised as exactly what it is. Associate the two and trouble would come. The sharp demarcation between the two is shown by the fact that the advertising accounts are handled in separate agencies.

On the other hand, some manufacturers find they are making a serious mistake through emphasizing the product and not the name of the maker. PRINTERS' INK told a few weeks ago about the Green Engineering Company, of East Chicago, Ind., maker of chain grate stokers. This company, secure in the belief that it was producing the best stoker on the market, advertised its product without identifying it strongly enough as being made by Green. The result was that competing manufacturers got part of the benefit. The company's plan now is to keep the name "Green" sharply prominent in all advertised references to the things it makes.

Packing concerns like Armour and Wilson find little difficulty in advertising most of their products under the company name. This is so because the products mostly are food. Food, even though it were not related in any way to meat might properly be expected to come from a packing concern. But Wilson has a big business in sporting goods. This line is so remotely associated with the packing business in an advertising way that it is merchandised under the name of Thos. E. Wilson & Company. Probably ninety per cent of the people who buy sporting goods from Thos. E. Wilson & Company do not know it is a subsidiary of Wilson & Co., the packing concern. Doubtless they would buy the sporting goods, anyway; but in any event the sales would not be helped if the packing house as such advertised the goods.

After all, in most cases at least, the name of the company making a thing is relatively unimportant.

As long as people keep on buying Gold Dust, Cottolene and Fairy Soap, Fairbank is not going to worry over the possibility that comparatively few people know who made these things.

Creating Market Builds Business of Southwestern Manufacturer

Peanut Butter Maker Has Public Indicate Little Used Ways of Preparing Product and Advertising Does the Rest

WHEN in doubt how to market your product, make your own market.

This is the plan followed by a Southwestern manufacturer who wanted a larger market for his peanut butter. The market he has made is in exactly the same territory he had been using before; the customers in the new market are the customers he already had—or who had been consumers of peanut butter already—but it was a market, nevertheless, that no one else had ever sold, and that, in fact, did not exist until brought to life by this manufacturer.

The new market which the Walker-Smith Company, of Brownwood, Texas, has opened for itself consists simply in the use of peanut butter in forms that Southwestern housekeepers had never heard about before. Liberal use of newspaper space throughout this territory in the exploitation of the many dishes which can be added to the menu through peanut butter has opened a wide field for this product—and naturally Pecan Valley Peanut Butter has secured the greater part of the benefit of this increased consumption.

The preliminary investigation of the marketing possibilities of this product

revealed that peanut butter, itself, needed no introduction. Texas produces a large part of the "goobers" grown in this country and has developed a large number of factories. At the sales end, modern merchandising methods were not conspicuous. Eastern manufacturers were buying pea-



For Keen-Edged Appetites

spaghetti and peanut butter just fills the right place on the dinner menu—so full of nutrition, so satisfying to the healthy hunger of a day's work or play. The Pecan Valley peanut butter makes spaghetti taste better than it ever tasted before.

The recipe:

Cut into 2-inch lengths 2 cupsful of hot boiled spaghetti. Stir in 3/4 cupful peanut butter, cover and set aside for 5 minutes. Season with salt, paprika and one tablespoonful minced parsley. Add half cup bread crumbs and a cup of milk in which a tablespoonful flour has been rubbed smooth. Mix and sprinkle top with bread crumbs and bits of peanut butter and bake until brown. Serve with tomato or brown sauce.

Ordering the 2 1/2-lb. and 5-lb. cans is the most sanitary as well as the most economical way of buying peanut butter.



BUILDING BUSINESS BY LITTLE-KNOWN RECIPES

nuts from fields surrounding Texas factories, shipping them East and putting them through their plants, then returning the finished product and enjoying a large sale in Texas stores.

In order to develop a campaign for Pecan Valley Peanut Butter the consumer, herself, was appealed to for information. Investigators made a house-to-house canvass and discovered that Mrs. Jones knew of peanut butter as a food that the children liked and consequently she bought small quantities to use in sandwiches for their school luncheons. Mrs. Brown made use of peanut butter as a salad dressing ingredient and she bought the small package whenever she used that particular recipe. In another town, someone was found who added peanut butter to fudge occasionally—and her purchases of this product did not add appreciably to her grocer's volume of sales.

These facts formed the basis of the campaign presented to the manufacturer, convincing him that there were possibilities in his product which had never been dreamed of before.

Each week a new role which Pecan Valley Peanut Butter can be made to play is presented in Southwestern newspapers. The dish, itself, is the feature and the delicious flavor and nutrition imparted by peanut butter form an important part of the description; Pecan Valley Peanut Butter is more or less incidental. In the sixty-inch ads several recipes appear, while in the smaller copy a single dish is described.

The development of a sealed can as a container for Pecan Valley Peanut Butter in larger quantities has introduced a feature into the copy which has permitted a campaign against buying in bulk—the way peanut butter is often purchased. This is undesirable from a hygienic standpoint, of course. It is equally undesirable from a merchandising point of view, for when the housewife does not know whose peanut butter she is buying, the manufacturer fails to obtain the reward, through

repeat orders, of superior quality. Merchandising the campaign to the grocer has resulted in very satisfactory distribution, while there are few Southwestern housekeepers who do not now realize that in varying their menus, they find a big help in peanut butter.

Referendum to Determine Price-Fixing Attitude

The National Retail Dry Goods Association, at its spring session in St. Louis, determined to hold a referendum for the purpose of determining the attitude of its members in regard to price maintenance. Small retailers are much in favor of having some kind of legislation authorizing a certain maintenance of prices. The association, together with several large department-store merchants, have always opposed the fixing of prices.

The result of the referendum will undoubtedly determine the association's stand on the Kelley bill, now before Congress. The introduction to that bill reads: "to protect the public against false pretenses in merchandising under trade-mark or special brand, of articles of standard quality." This clause gave additional weight to the subject of price control and led to the association deciding on a referendum.

Rhodes & Company Appoint Critchfield

The James H. Rhodes & Company, Chicago, sponge dealers, have placed their advertising account with Critchfield & Co., of that city. Walter J. Stevens, advertising manager of the company, has recently returned from service with the 331st Field Artillery.

Appointment by Cook Publishing Co.

Edward P. Boyce has been appointed eastern advertising representative of "Cook's Weekly Trio" and the *New Century Teachers' Monthly*, published by the David C. Cook Publishing Company, Elgin, Ill.

O'Mara & Ormsbee Representing Los Angeles "Express"

O'Mara & Ormsbee, publishers' representatives, have been appointed to represent the *Los Angeles Express* in Chicago and New York.

C. P. Davis Enters Agency

C. P. Davis, formerly advertising manager of the Western Cartridge Company, Alton, Ill., has joined the sales staff of Williams & Cunningham Advertising Agency, Chicago.

Philadelphia

Is the Third Largest Market in the United States for

Motor Trucks

More than sixteen thousand manufacturing places are busily at work in Philadelphia.

Many big shipyards, foundries, carpet, cloth and hosiery mills, lumber and building material plants, as well as light manufacturing establishments of all kinds are splendid prospects for trucks sales.

"Nearly everybody," including "the boss," the traffic man, the shipping clerk and the chauffeur could be reached with the facts about your truck if you advertised in The Bulletin.

Advertising Agents having accounts of this kind invariably choose The Bulletin for reaching the people of Philadelphia.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

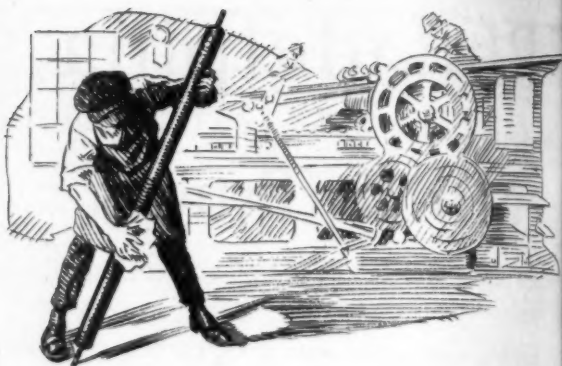
The Bulletin

Net paid average
for May

443,191

Copies
a day

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by "The Bulletin."



Do Inferior Printing Papers Cost More?

THE excited pressman rubbed the ink and oil off the under side of his forearm onto the knee of his overalls and shouted to the feeder to start running again.

This was the fourth time in an hour he had stopped to adjust the guides and grippers. For each lift of stock carried to the feed-board varied just a little—just enough to throw out of register the two-color job that was on the press.

When the day's work was over, the counter on the press totalled 5,640 impressions—just 705 an hour, or about 300 per hour less than should have been run off.

The man who ordered the work specified paper which cost a cent per pound less than the Warren's Standard Paper for the same class of work. He bought 40 reams of 80-pound basis and saved \$32.00. But he paid



Printing Papers

for 8½ hours of extra presswork and lost \$34.00 and the good appearance of the finished work.

If he had bought a standard printing paper of known printing quality and dependable press performance, he would have reduced his printing costs, and got his work done sooner and better.

To show how "standard" means something more than physical likeness, S. D. Warren Company have compiled a book which illustrates another phase of standardization—the selection of the right paper for a definite kind of printing. This book is called Warren's Paper Buyer's Guide. Those who observe the lessons it teaches need seldom err in purchasing printed matter. Those who know the most about printing welcome the suggestions it holds.

This is a very expensive book and the edition is limited; so a free copy can be sent only to buyers of printing; printers, engravers and their salesmen who write for it on their letterhead.

S. D. WARREN COMPANY

BOSTON, MASS.

BETTER PAPER BETTER PRINTING

May Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of advertising for the month of May, 1919.

Automobiles - - - - - THE DAILY NEWS

The Daily News, 49,315 lines.
Next highest score, 46,983 lines.

Clothing - - - - - THE DAILY NEWS

The Daily News, 192,992 lines.
Next highest score, 184,442 lines.

Department Stores - - - THE DAILY NEWS

The Daily News, 327,578 lines.
Next highest score, 239,226 lines.

Educational - - - - - THE DAILY NEWS

The Daily News, 3,804 lines.
Next highest score, 3,761 lines.

Furniture - - - - - THE DAILY NEWS

The Daily News, 38,750 lines.
Next highest score, 25,607 lines.

Groceries and Foodstuffs - THE DAILY NEWS

The Daily News, 46,443 lines.
Next highest score, 40,074 lines.

Hotels and Restaurants - - THE DAILY NEWS

The Daily News, 9,473 lines.
Next highest score, 7,848 lines.

Jewelry - - - - - THE DAILY NEWS

The Daily News, 10,212 lines.
Next highest score, 7,493 lines.

Musical Instruments - - - THE DAILY NEWS

The Daily News, 23,467 lines.
Next highest score, 21,414 lines.

FIRST!

6 days against

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6 days against

In Nearly Every Important Classification

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers)

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Does the "Man Higher Up" Understand Advertising?

Instances of Where His Suggestions Have Saved the Day

By W. Livingston Larned

IT is a handsomely furnished and equipped conference room in a building at the plant given over to executive offices. There are seven persons present and five of them are advertising men, hot on the trail of a new account.

Side by side, at one end of the table, at bay, as it were, the president and the sales manager are seated.

The chairs are littered with drawings, some finished, some in rough sketch form. There is an aggressive showing of charts, typed recommendations, and merchandising memoranda.

The odds are against the mere manufacturer.

He is outnumbered and seems to realize it as the minutes tick off. One at a time, and occasionally in groups, the advertising men tell their story. Strange terms are used. The words "national medium," "percentage of replies" and "consumer response" drift out on the tobacco-laden air. And all the while the president twiddles his thumbs and the sales manager smokes. They say very little—they are listening. Once, the shadow of a dry smile flits across the stolid face of the sales manager. It is a "poker" face.

Machinery, away down in the steel heart of that great establishment, hums a sort of melodic tune. The agency men rest their case. They've told why they should have the account and how it should be handled. It has been a protracted seance and they are winded.

"Have you quite finished?" asks the president.

Yes, they need say no more.

"Then, gentlemen," says the manufacturer, "we have heard you with the greatest possible interest. We incline to coincide with your plans and suggestions, but there

is one clause that must be struck out. You'll have to change it absolutely. I refer to the paragraph where you stipulate that myself and officers of the company must not interfere in the policies decided upon by the advertising manager and the several agency specialists working on this campaign. I don't think we understand that paragraph; suppose you elaborate."

IF ALL ADVERTISING MEN WOULD
BE SO FRANK!

The agency man fidgets, but comes right back.

"Mr. X," says he, "I think you will respect us for the above-mentioned clause when you know more about it and its significance. Broadly speaking, it is a protective measure. We are advertising men by profession and instinct. We spend our entire lives studying the subject. Finally we come to you and solicit your business. We have a plan to offer that has been arrived at after the most exacting study of merchandising conditions. You have enough confidence in us, in our accomplishments and in our plan to award us the contract. But it later develops that you actually dictate the advertising policy. We become mere dummies in the general scheme. We submit proofs of advertisements and you decide whether or not they shall be run. You slash copy and change illustrations—in fact, you assume a sort of imperial dictatorship that soon reduces us to pulp. We lose form and pride and belief in self. You are actually responsible for the advertising, while we, unfortunately, are held accountable for the results. It is an impossible situation."

The president sputters, in his astonishment.

The sales manager has never ceased to growler. The former breaks in:

"You exaggerate; you exaggerate?"

"No, sir, we do not!" says the advertising man, with firm and unshaken insistence. "I have touched upon one of the besetting sins of the business. In no other line of endeavor is the expert—the specialist—the professional man—told how to administer his own medicine and to mix his own prescriptions. I do not exaggerate. The advertiser, as a rule, is prone to interfere. It is part habit and part interest—part human and part inhuman. The advertiser takes advantage of his position. He is big enough on the chess-board to move where he likes and jump whom he likes. I'm speaking with the utmost frankness—as I am sure you wish me to do!"

The president nods.

"We have been through this so many times," continued the advertising man, "that we are somewhat touchy on the subject. No agency can either do an account justice or make profit for itself through handling the business if its production is constantly picked to pieces. You must believe in us and in what we prepare, to the extent of practicing a policy of 'hands off!' Bluntly, I mean exactly this—an advertising agency loses its potency and its self-respect when you, the manufacturer of the product, insist upon constantly dictating the policy—interfering with well-set plans—changing, constantly revising and correcting—being arbitrary in the matter of what we think you should use. In short, we do not wish to be held responsible for the results of advertising, if it is edited by someone else."

Here, then, gentle reader, we have a live issue. Why turn our backs upon it? Why refrain from discussions of it? How much better to chat it over, pro and con.

As for the case mentioned in detail above, the agency did not get the account. Both sides were unyielding. The agency had tried

it both ways and found its own ruling expedient. The manufacturer had also tried it both ways, over a period of eighteen business years and had reached the very definite conclusion that collaboration is absolutely necessary.

It all depends.

ADVERTISING FAST BECOMING A PART OF BUSINESS

This much can be set down as sure and certain: The client of to-day is learning the rudiments of advertising. He is studying it in all its branches. Some executives are almost fanatics on the subject. They conduct filing systems of past and present advertising, and keep posted on the very latest developments.

In a Western factory there is a blackboard that runs the entire length of a wide hall. All advertising of competitors is clipped month by month, and put on display here. This includes business paper space, programmes, house organs—everything. And the sales manager, who is responsible for the scheme, has this to say:

"We intend to know what the other fellow is doing. Slammering through the magazines will never accomplish it. But when the material is posted here in this open, accessible manner, we can have recourse to it at any time and comparisons are more easily made."

"We do not hesitate to talk the exhibit over with our advertising agent. If we think we are weak in some respect, we point out what our competitors have done and are doing along similar lines. That blackboard acts as a splendid stimulant to the gentlemen who attend to our account. They realize that we know what they are doing."

There is no manner of justice in the bald assumption that because a man has devoted his time to salting mackerel, or manufacturing plows, or building office equipment, he is otherwise a human vacuum, mentally. There are many rock-bottom principles of advertising that anyone can learn who takes the trouble to study them.

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Advertising, first, last and always, is merchandising. When you come right down to it, a sales manager makes a corking fine advertising manager. In many instances the two are synonymous. It is even coming to be the correct thing to have a "merchandising manager" rather than an advertising manager.

The Man Higher Up does know merchandising. He does know distribution. He was raised in an atmosphere of cost price and overhead. Is it not a bit incongruous to assume that, having builded an enormous and successful business enterprise, he is mentally unfit even to criticize the advertising that goes out over his signature?

We recall with amusement the episode of the small-town manufacturer who was asked to inspect certain sketches in black and white and color, for poster use in a coming campaign.

A pompous committee waited on him and there was the usual salad-dressing of unctuous ceremony.

Mr. X naturally knew nothing of art; such problems were entirely foreign to him and his manufacturing nature. A lengthy discourse was engaged in and technical talk bubbled profusely. Someone mentioned "atmosphere" and "middle-ground perspective" and "reproductive quality," and, all the while, Mr. X sat back, taking it in and never saying a word.

When it did come his time to break into the conference, he proceeded to deliver an expert lecture on art that made the other attempt seem pale and anæmic. Mr. X, it developed, had himself studied art; he had visited every gallery of any consequence abroad; he had written brochures on art for high-brow magazines and he had in his home canvases that were worth thousands of dollars. Just to make it full measure, he understood reproduction, mediums, pigments and the commercial aspects of advertising art.

And with this lead, he proceeded to dissect the illustrations submitted to him with the finest

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

sense of justice and discretion. He did not allow it to be inferred that because he had gone through European galleries, he was competent to be the Czar-like arbiter of his own advertising; but he did establish, uncontrovertibly, the fact that he was fitted to criticize.

We are all familiar with the pugnacious Man Higher Up who proves a general nuisance and who insists upon turning himself into a super-refining plant for everything from a business-paper page to the designs of the dealer series, but he is in no sense a majority. There seems to be an optimistic impression prevalent that this man is disappearing from our midst—the man who blocks the path and who strikes icicles of fear to the spine of the solicitor.

He respects advertising and advertising men more than he did in the olden days. He has reached the point where he is almost willing to concede that advertising is a profession. And that helps.

SUCCESSFUL MEN NOT IGNORANT OF ADVERTISING PROCEDURE

Visit any large club where men of wealth and industrial importance congregate, and you will find business executives deep in the discussion of current advertising. They study it, analyze it, microscopically examine its strength and its weakness. They open the magazines and compare accounts. They know that the time has come when they *should* co-operate in this important field. There was a day when the advertising manager had his office in the basement: now his port of entry is more than apt to be somewhere near the sales manager's own headquarters.

Cases there are, of advertising men who report at the factory every so often with proofs of campaigns, and shudder at the very thought of the conference that must inevitably take place. They go through with it as they would take a dose of calomel. It is the original tempering by fire.

For after an expert organiza-

tion has mapped out many advertising plans—built them up, step by step, and piece by piece, from shrewd professional knowledge of conditions—as like as not some autocrat, with power on his side, hacks away at the endeavor on general principles because it does not happen to fit in with his private and personal views.

Some advertising men yield, after a long running fight. They say: "What's the use? The line of least resistance is to let them have their own way. We have given them what we think they should use. Rather than lose the account, we will simply obey instructions."

Which is a deadly and dangerous policy, when all is said and done.

That account, sooner or later, does change hands. It was built on a foundation of sand.

And somewhere, somehow, there happens along a man big enough to make the other fellow toe the mark—and listen to reason.

Allen-Nugent Company Adds to Staff

Colonel R. M. Scranton, Barawell Elliott, and Collin Wells have joined the Allen-Nugent Company, New York, as advertising representatives of the *Garment Manufacturers' Index*.

Colonel Scranton at one time was owner of the *Scranton Republican*. Mr. Elliott was recently discharged a lieutenant from the Air Service, formerly being with *Harper's Bazar*. Mr. Wells was also previously with *Harper's Bazar*.

C. V. McGuire Leaves Van Patten

Clarence V. McGuire, formerly vice-president of Van Patten, Inc., New York, has been appointed sales manager and advertising director of the *Carlin Cord Tire Company, Inc.*, Andover, Mass. Mr. McGuire will have office temporarily in New York and Andover. On the completion of this company's Stamford, Conn., plant he will be located there.

G. W. Hipple in Agency Work

George W. Hipple has joined the McKunkin Advertising Company in the special position of general merchandising counsel. For ten years Mr. Hipple was sales organizer of the National Cash Register Company.



Use Color

The advertiser who secures color representation in THE PEOPLE'S HOME JOURNAL combines in his announcement the attraction of beauty, the certainty of a responsive audience and the sales-producing potency of an All-the-Family appeal.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

F R E Y

Good pictures are not enough. The best of artists, left alone, usually succeed only in making art talk *art*. The Frey method makes it talk *business*—not occasionally or by accident—but always and inevitably—through an organization and a system of analysis and construction that is unique in its field.



CHARLES DANIEL
FREY COMPANY
Advertising Illustrations

104 MICHIGAN AVENUE • SOUTH
CHICAGO

When Dignity Copy 'Outsells the Billy Sunday

A Dictionary Is a Handy Thing to Have Around. But It Won't Supply the Selling Idea.

By S. C. Lambert

THE other day the writer happened to be talking with the advertising manager of a large and well-known New York retail establishment, the chief outward characteristic of whose advertising is dignity.

Some of this firm's advertisements read almost like essays, and undoubtedly many a thoughtless advertising man has condemned them as "rotten" copy.

Notwithstanding which fact, they have been very successful indeed, in steadily building up the clientele of that store, and, together with its merchandising methods, in increasing its business year after year.

"Don't fool yourself for a minute," said this advertising manager, who unfortunately would not consent to have his name or the name of his store used in this little article, "when this house speaks through its newspaper advertisements its messages are read. I don't merely *think* they are read, I *know* it. In a retail business you *must know* what your advertising is doing, or else hang out the 'store-to-let' sign."

"How did you arrive at this dignified style of copy?" asked the writer.

"We didn't arrive at it at all; we started with dignity years ago and we've never dropped it, because it is effective. It would not pay every house, of course, but it does pay us because it expresses the establishment and draws the kind of people we want to do business with. Oh, I know plenty of advertising men—and other merchants, too—feel sorry for us and assure themselves complacently that if we'd only drop a little of our dignity and talk United States—you know what I mean:

pep, punch, selling force, human interest, and all that sort of stuff—we'd really begin to do business."

The writer of this article confesses to having been guilty of some such thoughts himself.

"Well," continued the advertising manager, "I had some of the same ideas when I came with the firm several years ago, and I learned my lesson. The kind of copy I wanted to write hooked up with the house's policies just about as well as Billy Sunday would hitch up with a Quaker church. So, naturally, I wanted to change the house's policies! It wasn't until the boss had given me one good fling at my kind of advertising and then taken me into his private office one afternoon and showed me some figures that I woke up. I found that what I had termed 'old-fogey policies' were earning profits—honest profits—that I had never supposed existed in the retail business, and which don't in most retail businesses I have come to know about since.

THE PUBLIC'S CONFIDENCE MUST NOT TO BE ABUSED

"I shall never forget the old man's last remark as he put his hand on my shoulder as we stepped out of his office: 'Young man,' he said, 'always remember this: *The public believe every word of our advertising.* About two-thirds of your job is to keep them believing it, and one of the surest ways, aside from the obvious one of continuing to tell the truth, is to stick to the simple, dignified style of copy we have used so successfully all of these years.' I've stuck and it has paid."

"Do you write all of the copy yourself?" asked the writer.

"Yes; practically all of it. And that brings up an interesting point: I've tried a dozen copy-writers—men and women—on our copy and only one was able to make good. It looks rather easy to write the kind of copy we use. It seems just a matter of saying things in a dignified, almost stilted, way. Yet nearly everybody who has ever tackled the copy has failed. And this is why: they have supposed that it was merely a matter of building some impressive sentences made up of large, high-sounding words. Almost all of them could do that; and almost invariably they were surprised when their copy was turned down. Didn't it read all right? Yes; it read all right. But there were no selling ideas in it. Writers don't seem to realize that there must be just as definite selling ideas in dignified copy as in the humanest of human-interest copy. Crabb's 'Synonyms' and Roget's 'Thesaurus' and seventeen dictionaries won't make good dignified copy unless the writer first goes out on the floor and down in the stockrooms and gets facts and figures and ideas."

"That's good," said the writer, making a note of the point.

"It's not only good—it's gospel," replied the advertising manager. "And it is not merely retail gospel, either. It applies just as much to national advertising. Some of the magazine copy that masquerades under the garb of 'dignity' amuses me very much, and at the same time makes me feel sorry for the advertiser. I don't care whether it is for national or retail advertising, dignified copy without selling ideas is about as effective as a price-list without prices!"

Rieder Heads Ames, Holden, McCready, Limited

T. H. Rieder, formerly president of the Canadian Consolidated Rubber Company, has been elected president and general manager of Ames, Holden, McCready, Limited, shoe manufacturers, of Montreal. D. Lorne McGibbon, formerly president of the company, has been elected chairman of the board of directors.

Even First Class Mail Is Neglected by P. O. D.

M. F. SHAFER & Co.
OMAHA, NEB., June 3, 1919.

Editor of PRINTERS' INK:

I had scarcely finished reading "Post-office Retrenchment Menaces Mail-Order Catalogues," in PRINTERS' INK of May 29, when one of my salesmen came into my office and said: "You recall that mailing-piece we got out for the supply company two weeks ago in such a hurry? Well, that is still lying in the post office, where we put it the day it was completed."

And that wasn't the only complaint of similar character that had come to my attention recently, and by no means does it tell the story of the many occurrences that I have heard of.

The article above referred to would lead to the belief that the difficulty is confined to catalogues, circulars, etc., but such is not the case. First-class mail is also delayed far beyond what it should be and the service is only a small part of what it was before the heads of the departments set about to make a record for economy. The conclusion which you seem to try to draw in your editorial—that methods must be changed—is not warranted by the facts and conditions. No matter what changes in methods may be used, they will avail very little so long as the present state of inefficiency of the postal department continues.

The advertiser and the advertising man are not to blame and, therefore, should not be urged to the strain of changing their methods, when no method could possibly work well without the co-operation of the Government. Let business—big and little—get up on its hind legs and howl, and let that howl be so loud and long that it can be heard above the din of politics.

H. E. GAFFIN,
Sales Manager.

New York "Globe" Opens Chicago Office

John W. Hunter, of the New York *Globe* staff, has been transferred to Chicago, where he will open a new office for the *Globe*, of which he will be manager. Mr. Hunter was formerly a newspaper representative in Chicago.

Richard S. Wood, manager of the *Globe's* Food Department, has been appointed Eastern advertising manager. He will continue in charge of the Food Department.

N. I. Taylor with L. A. Young Industries

Norman I. Taylor has been appointed advertising manager of L. A. Young Industries, Inc., at Shelbyville, Ind. Mr. Taylor was at one time advertising manager of Frederick Sears & Co., and the Nyal Co., both of Detroit. Previous to joining the Young Industries, he was with the Franklin Press in Detroit.

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News Facts vs. Hearsay Reports



VOLUMINOUS matter has been printed on Bolshevism—much of it hearsay and inaccurate. Reports and denials have followed in quick succession.

Leslie's Weekly, as usual, has dealt authoritatively with news of world importance. Instead of depending upon vague reports, Leslie's has had its special correspondents and photographers *right on the scene* of the Bolshevist activities in Russia and Hungary.

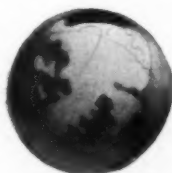
Vivid pictures and descriptions of the chaotic developments in Eastern Europe under the Bolshevist regime have been presented week after week exclusively in Leslie's.

Members of the half-million Leslie families have been taken close up to the stirring scenes in Russia and Hungary through the graphic pictures and narratives sent by the special writers and photographers for Leslie's who have been eye-witnesses of the historical scenes enacted. Leslie's Russian articles have attracted wide attention.

Thus Leslie's again proves its broad and distinctive value as a weekly illustrated newspaper treating big international events.

Bolshevism is only one of the *many world questions* so interestingly and informatively discussed in Leslie's every issue. Leslie's is recording history week by week. It is a valuable mine of information on present-day happenings.

Leslie's faithfully, accurately and entertainingly interprets the news and thought of America and the world to Americans.



"The World Question"

A recent Leslie cover

Leslie's

Illustrated Weekly Newspaper

L. D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle



SOLVING YOUR MARKET

Is your knowledge of marketing conditions as good as your business? The problems confronting you are three in number: finding
creating demand.

Correct analysis solves the first problem. The second is to are d
advertising and co-operative sales effort.

We are in a position to help you analyze your business—find
bring your commodity to the attention of the public—how
in other media—how to create and sustain interest.

Write us today. We will arrange to have a representative call a

CHICAGO

Thos. Mack Co.

Largest Advertising Agency in the World



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ave a representative call and confer with you.

hos. Josack Co.

NEW YORK

Best Advertising Agency in the World

Dealer Influence

A partial analysis of MoToR's subscription list, sufficiently advanced however, to indicate like results when the investigation is finally completed, shows that 30% of MoToR's regular readers are members of the trade—*dealers, manufacturers or jobbers.*

This must be the reason MoToR is placed at the top of the list in so many motor car, truck and accessory advertising campaigns.

Because MoToR's appeal to the trade is a subtle one the magazine is read and relied upon by the more intelligent and better type of dealer.

MoToR's advertising columns are profitable because they direct publicity in two distinct directions.

There is the direct consumer interest which results in the creation of desire and sales, *plus* the indirect appeal to the live dealer which brings about the wide distribution needed to efficiently satisfy demand.

Now MoToR commences the greatest drive for dealer readers ever undertaken in the history of the magazine.

Watch MoToR grow!

MoToR

THE NATIONAL MAGAZINE OF MOTORING

Detroit, Mich.
1408 Kresge Bldg.

119 West 40th St.
New York, N. Y.

Chicago, Ill.
326 W. Madison St.

MoToR sells more copies per issue ~~on~~ the news-stands than all other automobile publications combined

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Advertising That Creates a Personality for Your Product

Some Current Campaigns That Illustrate an Increasing Tendency

By R. Y. Holmes

IS there a new note of personality coming into national advertising, or is it, perhaps, just the old element of "human interest" around which so many copy battles have been fought with, let us say, a modern news twist to it?

It makes little difference what we call it, however. The point is that it is with us, and growing. We see it in copy which is both striking and convincing. We see it in attempts which are striking, but not always convincing.

It is a logical, common-sense development, following another which has taken place in large-scale merchandising since the large-scale merchants awoke to the fact that the small merchant had something they did not, namely, the attention of the customer as a person, not as a mere organization, system or thing. Ever since they made that discovery the big merchants have been assiduously cultivating that elusive but none the less real connection between buyer and seller known as the "personal touch." When we go into their stores to-day they introduce us to "Mr. Jenkins," who is to wait upon us and who, through his introduction to us by name, thus gains something of a personality with us. They do it in the United Cigar Stores and other organizations by posting the name of the clerk on duty in a little rack, so that he becomes "Mr. C. Q. Davenport" to us instead of a mere impersonal cog in a big machine of business. We see it in banks, which place on the officers' desks neat little brass signs bearing their names, so that we will feel we're talking to a man instead of an animated adding machine or credit file.

Now it has appeared in advertising, this injection of human interest or personal note. It's not

a human interest applied to the customer. It is something distinct from the forming in the prospect's mind of a picture of his own pleasure or benefit in the use of the goods. It is a stirring of the prospect's interest in the article to be sold or in the advertiser himself (or itself, for more often it is a corporation) as a personality.

A recent advertisement of the Cadillac car in big newspaper space illustrates the point.

This advertisement does not contain a word about the pleasure *you* can have out of a Cadillac, not a word of the pride of ownership *you* will have in it, not a word of what *you* will find its performance to be. In fact *you* are not even invited to buy a Cadillac, nor are any of the merits of Cadillacs sung.

"CADDIE" HAS A PERSONALITY

But there is a story told about "Caddie" and how when serving with the Fifth Regiment of Marines he was struck by thirty-seven pieces of shrapnel, how he was decorated with his service stripes, his wound stripe and even the Croix de Guerre; how he served through from June 28, 1917, to the Armistice, seeing service at Chateau Thierry and other battlegrounds made famous by the Marines.

"Caddie," of course, is a Cadillac automobile, officially known as U. S. 1126, the first automobile to be landed with the A. E. F. in France. To the Marines, however, it is affectionately known as "Caddie," and the "Devil Dogs" obtained official permission to decorate him with the insignia of the Second Division, wound stripes, service stripes and the Croix de Guerre, just as though he were a regular, flesh-and-blood "feller."

That was the light in which they looked upon him.

The Marines gave "Caddie" his personality, but the Cadillac people were quick to seize the opportunity to present this personality to the public for a twofold purpose. Primarily and avowedly, "Caddie" was assigned to duty at the Philadelphia agency, with a Marine in attendance, for Marine Corps recruiting work. Secondly he bears mute testimony to his "family virtues."

Every automobile owner comes to look upon his car as having a personality. Automobiles, in fact, have their little "personal" idiosyncrasies, characteristics, tendencies, tricks, either pleasant or annoying and peculiar to themselves. And no matter how well a prospect may be sold by advertising and solicitation on a make of car, he generally does his level best to find someone who has owned one and ask him a lot of intimate, personal questions about that particular car he owned.

THE AUTO OWNER LIKES IT THAT WAY

The story told in this advertisement about "Caddie" is just the sort of personal record the prospect likes to get. It isn't a mere statement that the car traveled so many thousand miles with such-and-such repairs — though that sort of information is contained in it. It is a straightaway narrative of news interest, played up in much the same manner as a regular news story, with a picture of "Caddie" in action at the top, and close-ups of his decorations on cowl, doors and panels. The conviction of the advertisement lies in no claim made by the manufacturer. It lies in the sincerity with which the Marines' regard for "Caddie" is told, in the peculiar language of these sea-soldiers who insist on applying sailor phrases to soldier things.

Another advertisement into which this new twist of the personal has been injected is one of the Crew Levick Company. It is a full-page "feature story," with just enough of the advertising

make-up to prevent its posing as something it is not, about the encounter between the oil ship *Cupica* and a German submarine. It is written in fiction form, except that it is fact, from the "morning in early October . . . when Bob Forbes, vice-president and general manager of one of the great oil companies . . . sat in his private office on the twenty-second floor of one of Philadelphia's skyscrapers," smoking his cigarette and going through all the personal motions we like to read about in vice-presidents, brigadier-generals, ambassadors and multi-billionaires, to where he announces the purchase of the old tub *Cupica* in a desperate attempt to get airplane fuel to the other side, to the fitting out of the ship and the placing of Captain Wilson in command. Then the story follows the fortunes of the ship and its crew, presenting little details of fact in a personal, fictional sort of way, to the time when the captain, knowing his ship is doomed anyhow, proceeds to "kid" the German submarine commander in the good old-fashioned American way, replying to the demand for the name of his ship by:

"We're the Skip-and-Get-There, from Hell-Roaring Swamp, and if we could get more than six measly knots out of this mongrel, we'd show you some navigating that'd make your wheelhand think he'd joined a circus!"

WHY THE CAPTAIN "KIDDED" THE HUN

It is then narrated how the submarine sank the ship, and how the crew, which had gained time through the captain's persiflage with the Hun to lower away the boats on the other side of the ship, pulled away from the wreck and finally landed on the British coast. Finally, Captain Wilson's death while in command of another ship is mentioned.

The story is a half-page solid of nonpareil, with a charcoal drawing of the encounter between the *Cupica* and the submarine, and a half-tone of the page. In all,

the words "Crew Levick" appear just twice—once in the last paragraph and once in the company's signature and "card" at the end of the story. Throughout it is a story of intimate personality—or rather several personalities—in the service of the Crew Levick Company.

One may feel that better stories have been written than this one, but that's not the point. Regardless of whether or not a more experienced author might have given it more strength, the fact remains that here is a big advertiser which has paid for a full newspaper page to present, not arguments as to the perfection of its oils and greases, but just personalities about certain of its executives and employees—in short, about itself.

This advertisement and that of the Cadillac both centre around war activity. But that is because it is the war and the deeds of Americans in it and in connection with it that have the greatest dramatic, that is to say, news interest for us all to-day. Next year it will be something else.

HOW TO SELL PERSONALITIES

Since big business realizes the value of selling personality, realizes it to the point of buying lots of space to do it in—don't we read how one Douglas began making shoes as a child?—it is permissible to speculate on the best methods of selling personality.

Now, one of the functions of advertising is to interest, to attract attention and hold interest, explaining something and convincing somebody of something. The interest of widest appeal to the widely known human race is human interest, human sympathy. That's why we have fiction pages and news pages in our mediums of advertising, isn't it?

Now, leaving poetry out of consideration, suppose we divide literature into three broad classes according to the style in which it is written, and then we will ask a question.

The classes are: fiction, newspaper and advertising (meaning

by the last the normal, not the unusual type of copy).

The question is: when we want to satisfy that universal craving of human interest, which type do we turn to?

Certainly we don't turn to the advertising pages. We do often turn to the news articles or feature stories; but we do this largely to keep abreast of the times; we do it in a conscious effort to inform ourselves. But when we just want human interest recreation, don't we turn to the fiction type of literature?

We don't do it necessarily because we are tired of business, for often the most interesting fiction-style presentation deals with business—from the human angle. Remember how we were sold on the personalities of the three generations of shipbuilders in the play "Milestones"? We like it because it reveals to us intimate personalities, human emotions with which we can sympathize, and in which we can lose ourselves for the time being.

AUTHORS ALWAYS SALESMEN

If the author proceeds to sell us something while we are so lost in his story—what of it? If he does it naturally and convincingly, without forcing our decision, we don't object. As a matter of fact every author does try to sell us something, if only a broad moral. Perchance it may be something definite, like the need for poorhouse reform, as in the case of Dickens. Or it may be a philosophy of duty through thick and thin, duty as its own reward, as in the case of Kipling. In certain cases it may be a warped philosophy. In still others it may be the power of observation and reason, as in the Sherlock Holmes stories. But in every case he presents his "sales" story, in logical form of attracting attention, and holding interest through the development of his argument to a deciding climax. Otherwise we toss the story aside, and say "it has no point to it."

To be sincere and convincing the author must know two things; how to write good fiction-style,

and the subject, localities or types about which he writes. If he knows only one, he must inform himself about the other before he may attempt it successfully.

It would appear to be easier for the average author to learn something about business than for the average business man (shall we say copy writer?) to develop a good fiction style.

This brings us up to a final proposition:

If it is desired to sell a personality of, or in, a business, isn't the fiction style the best, and isn't the newspaper-trained author, who must of necessity have an experience with the personalities in business, the best man to prepare the copy?

Plans to Promote Musical Industry

THE National Piano Manufacturers' Association in session in Chicago last week made plans to promote in a nation-wide way the benefits of the musical industry. This will be done through the Musical Industries Chamber of Commerce.

An interesting plan was adopted whereby the retail music dealers will have a part in paying the expenses of the proposition. The plan, which was proposed by a retailer, provides for an issue of twenty-five-cent stamps to be attached to the invoices for all pianos sold to dealers, one stamp for each piano sold. The proceeds of these stamps will be turned over to the national fund. In other words, retailers will contribute to this fund twenty-five cents for each piano they buy. If the dealers take hold of it—as it was predicted at the meeting they would do—a fund of about \$100,000 a year would be realized from this source alone.

An organized effort will be put forth to increase the popularity of music throughout the country. For instance, a move will be made to introduce music in all public

schools, to popularize community musical undertakings, and so on. The object is, of course, to make more people acquainted with music in such a way that they will want to buy more instruments.

The organization will supply high-grade selling helps to dealers. For these the dealers will be charged nominal prices. It was thought that the kind of advertising that could be worked out in this way through the dealers themselves would reach the people more generally than would an organized national campaign put out by a centralized organization.

Plans also were made for the creation of an export bureau designed to promote the sale of American instruments abroad.

The piano manufacturers went on record as favoring protective tariff legislation.

The following officers were elected: president, Kirkland H. Gibson, New York; vice-presidents, Otto Schulz, Chicago, and Carl C. Conway, New York; secretary, C. C. Chickering, Chicago; treasurer, Charles Jacobs, New York.

E. W. Young Leaves Boston "Advertiser"

Edward W. Young, who has been associated with the advertising and promotion departments of the Boston *Sunday Advertiser*, has become sales and advertising manager of the Lindner Co., a women's specialty store in Cleveland.

A. H. French, of the Boston *Record*, has joined the *Advertiser* in charge of promotion work.

Associated Farm Papers Hold Meeting

At the meeting held by the Associated Farm Papers in Chicago, May 20-24, the following officers and directors were elected: President, J. F. Young; vice-president, Ben F. Billiter; secretary-treasurer, Frank E. Long; directors, James M. Kirkham, Ben F. Billiter, T. D. Harman, Jr.

Floyd Parsons with "Saturday Evening Post"

Floyd W. Parsons has resigned as editor of *Coal Age*, New York, to become associated with the science and industry department of the *Saturday Evening Post*.

"When we asked The Baltimore Sun for co-operation, Believe Me, they delivered it."

☞ The advertising manager of a nationally advertised product (name on request) was so much pleased with the work of

The Service Department of THE Baltimore Sun

he issued a large broadside telling about it. We quote from his broadside:

☞ "Promises of co-operation are constantly coming to the desk of the average advertising manager from newspapers in all parts of the United States. In some cases this co-operation materializes; in others it doesn't. When we asked The Baltimore Sun for co-operation during our advertising campaign, believe me, they delivered it, demonstrating clearly that a newspaper has more to sell than mere space."

☞ The Service Department of The Baltimore Sun will be pleased to receive inquiries from any manufacturer or advertising agency who is planning a sales campaign in the Baltimore territory.

☞ Baltimore is growing in all directions; growing in factories, in homes and in prosperity. May we help you to participate in this prosperity by analyzing the local situation in its relation to the profitable distribution of your product?

The Baltimore Sun (all issues) in May gained 648,000 lines of advertising and, as usual, published more advertising than all other Baltimore newspapers combined.

Taking the Next Step, Next

We are advertising Photoplay, the leading magazine of the motion-picture field, in newspapers that make up a national list from the New York to the Seattle Times.

We believe that every advertising man will approve the logic of our decision and be interested in the outcome of the campaign.

Because it is the sort of campaign that advertising men are forever preaching to their clients.

Here is a product that is well made and well distributed.

The editorial quality gives Photoplay a welcome place on 32,000 newsstands.

The sale of this product is unforced. It comes solely from a deep-seated consumer demand.

Sporadic, in and out, large space advertising calling attention to the remarkable and steady growth of Photoplay would easily have stepped up the sales of Photoplay for a certain period in certain places.

But with a product that sells itself, advertising becomes more a problem of interesting, steady newstelling than one-time horn blowing.

Glance over Photoplay's message in the New York Times, The Chicago Tribune, the Philadelphia Bulletin, the Kansas City Star and the other papers that carry it and find another text to adorn your advertising sermons.

Let the name stick in your mind; it's imitated

PHOTOPLAY

The Magazine of the Fifth Estate

W. M. HART
ADVERTISING MANAGER

350 NORTH CLARK ST.

CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.



*Every printing paper must measure up
to certain well defined standards
to meet the requirements
demanded by the par-
ticular job in hand*

Equator Offset

"Made as a Specialty"

—is held to be the standard offset paper by offset printers and paper users. Rigid adherence to definite standards for strength, finish, sizing, color and packing has produced a specialty offset paper as uniform as is humanly and mechanically possible.

Equator Offset is the one sheet which gives the best printing results and the greatest production, day after day the year 'round.

Send for Samples and Prices

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO

NEW YORK

208 So. LaSalle St.

200 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

Buffalo

St. Paul

Philadelphia

Cincinnati



The U. S. Army a University in Khaki, Campaign Keynote

Further Details of the \$185,000 Advertising

THE salesman in the field puts forth double efforts when the boss sends him a personal letter, according to the articles on "How to Speed Up the Sales Force by Letters from the Back Office." Many a manufacturer, therefore, will envy the army its distinguished writers of speed-up letters during the new recruiting sales campaign inaugurated this week. In this intensive effort linked up with large paid advertising space, the "pep" letters will be in the form of telegrams written by the Secretary of War, and General Peyton C. Marsh, Chief of Staff. As stated in **PRINTERS' INK** of last week, while the advertising and intensive sales campaign will be first of all a recruiting drive to obtain 50,000 volunteers for immediate service, its whole keynote will be educational. The new permanent military policy of the United States will be founded on the idea that every man wants to improve his physical and mental equipment for the business of life, and this opportunity is offered in the new copy. Listen to this from one of the full-page advertisements.

"In the army a man who wants a common school education can have it. A man who wants to learn a technical trade can obtain both instruction and practice if he takes advantage of this possibility. Uncle Sam pays you while you study. Earn while you learn. "Suppose you are a young man looking about you for a trade as a *stepping stone to success in life*. To learn such a trade you must either work for very low wages during your apprenticeship, or else go to a trade school; and in both these cases you have to find yourself while learning. Uncle Sam gives you your living, gives you the opportunity to learn a trade and pays you real money at the same time. And when you com-

plete your enlistment and obtain your discharge, if you have made use of your opportunity you find yourself a trained man, and your services will be in demand wherever skilled men are employed." A list of skilled trades is then noted which takes in twenty-one occupations from Land Surveying and Auto Repairing to Baking and Welding.

Frank Seaman, Incorporated, who are handling the campaign for the Publicity Bureau, U. S. Army Recruiting Service in New York, obtained approval of the plan in Washington on Friday, June 6, and the completed advertisements were plated and stripped from electrotypers in mat form early in the following week, about four days later. The full-page and 1,100-line copy, two insertions each, will be run in every daily of general news value printed in English in the fifty-six cities where there is a main army recruiting office, and will be run with local recruiting office addresses filled in.

As previously reported in **PRINTERS' INK**, each recruiting officer acts as a local sales director, and he is so designated in a special plan signed by J. T. Conrad, Col., U. S. A., Chief Publicity Bureau U. S. Army Recruiting Service. This plan carries the title "Selling the U. S. Army to the Young Men of America." After announcing the authority and purpose of the recruiting campaign, it calls attention to the Co-operative Sales Plan, an eight-page portfolio hereafter described, and sums up the advantages of advertising and the help it will give the local sales director.

It further directs the local representative not to ask for "free publicity," but to be ready to furnish the newspaper reporters live news matter on request, such as the remarkable physical test passed

by Jamesy Burke, and the big farmer who stood six feet four in his stockings and asked for a job as first lieutenant to start.

Advice is given to secure the co-operation of local agencies, such as the Chambers of Commerce, Committees of Public-Spirited Citizens and advertising

of eight pages, containing a complete series of instructions and suggestions.

The cover contains a letter from Major-General P. C. Harris, the Adjutant General of the Army, in general charge of recruiting, and the start of detailed instructions.

The next page contains photo-

graphs of suggested window displays and how to build them. The recruiting officer is informed that the peace-time army is to be stressed rather than the war interest, though war relics are suggested as attention getters. Complete instructions as to co-operation with the head window-trimmers of department stores, to secure business for his store as well as attention for the army campaign, are given on the page with the

ists for release to the local newspapers and suggested news notices about the campaign. Mats of the cartoons can be secured by wire for the use of each district manager. Editorials by Secretary Baker, Charles Hanson Towne, Elsie Janis and other notables make up the back cover.

The army is going after its prospects this time with a real sales and advertising campaign and hopes for a whirlwind finish. Every local recruiting officer has

Serve on the Rhine—NOW
in the A. E. F.



Here is Opportunity— Are YOU the Man?

My boy—you! Uncle Sam needs 50,000 men like you right now to serve in France and on the Rhine. The flag floats in many parts of the world, and Uncle Sam will maintain an efficient patriotic army to guard it. So besides the 50,000 for Europe, many other red-blooded men are invited to volunteer and choose what part of the world they will serve in.

Will You Go?

In Panama, Alaska, Hawaii, the Philippines, China, Puerto Rico, Siberia, as well as France and the Rhine, opportunity is offered clean, ambitious, intelligent young men. The choice is yours! Thousands of Americans would gladly pay for this experience—you will get paid! And while you serve, you learn. Read a copy now of this advertisement and you also receive in the United States.

Good Pay. Enjoyable, Inspiring Work. Recreation and Min-Building

Food, clothing, living quarters, medical and dental assistance—all at the very low—**absolutely FREE**. The pay scale is left a mystery. In other words, you have a net profit of about a dollar a day.

Can you say all your living expenses (from your personal income and bank) a dollar a day? Well, you? Probably not.

**Military Life
is Ourselves Life**

It's a unique self-control, self-discipline, intense, organized teamwork, unity focus. It makes you hard as nails, a trained, unyielded arm, of steel, bone and muscle. *After your own weight as a result of your life.*

**Free Vocational Training
in the Army Fits You
for Success**

Suppose you are a graduate, that
nothing else can get a degree in
an occupation.



What else do you want to know? This advertisement tells only a part of the story. Get the rest today. Don't delay. Act now!

UNITED STATES RECRUITING OFFICES IN NEW YORK CITY

NEW YORK 480 Broadway, N.Y. 100 100 Amsterdam Street	NEW YORK 480 Eighth Avenue, Ground Floor	NEW YORK 25 Third Avenue	JERSEY CITY, N.J. 111 Newark Avenue
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FORTHCOMING COPY IN THE PAID ADVERTISING CAMPAIGN
OF THE U. S. ARMY

managers, and to link up with proofs of newspaper advertising in the vicinity of mass-meetings arranged with their help. The keynote of all meetings to be so arranged is the welcome-home idea linked up with Army Service appreciation by the citizens of the town. A preliminary sales manual was mailed on June 5 to every district sales manager, as the recruiting officer is called. Following it there went out a large portfolio called a Campaign Bulletin.

been thoroughly sold on the idea, each one is on his toes and the competition among district chiefs for results will be strong. The Army, like every other advertiser, wants results, and each district chief has been instructed to report each day to the home office the number of men enlisted so that the cost of obtaining recruits by the new method may be ascertained.

Reselling the customer who has changed his buying habits is never any easy task. In changing its entire sales appeal and method, the Army is adopting up-to-the-minute practices, and every advertising man wishes it the best of luck.

Co-operating with the Army on the new sales plan are the Bureau of Advertising, American Newspapers Publishers' Association, Thomas H. Moore, Assistant Director of Advertising; Association of National Advertisers, John Sullivan, secretary; and the American Association of Advertising Agents, James O'Shaughnessy, secretary.

Urges Congress to Investigate Postal Rates

THE Publishers' Association of New York City at its last meeting passed resolutions urging Congress to repeal the zone postal law.

"The act is not intelligently framed," it is stated, "and does not serve the purpose of the Government or of the people. Many long standing rules, trade customs, traditions and precedents of the newspaper business are over-ridden and opposed by the law. The provision taxing advertising has resulted in what has long been regarded as editorial matter being labeled advertising and taxed. The enforcement of the law has embarrassed the relations between publishers and readers, and constant annoyance has been caused by the decisions of the Post Office Department in this and other respects.

The zoning provision of the

law as framed has hampered and embarrassed newspapers in the dissemination of news, the distribution of which should be facilitated in every particular as a matter of public education and welfare. Newspapers published in the larger cities, with their facilities for gathering and printing the news, can adequately meet the demand of the public for important information of the events of the day. The provisions of the law restrict the distribution of daily newspapers of large circulation and shut off from millions of people the news of important events of the world."

Congress was asked to appoint a committee to investigate rates, the transportation and distribution of second-class mail matter, the actual cost of the second-class mail service and the proportion which should be charged to newspaper distribution and to transportation, the inefficient space system now in vogue in the railway mail service, the irregularity and late running of newspaper mail trains.

After the investigation, it is suggested that Congress enact legislation providing for the postal requirements of newspapers.

Fenton Kelsey Company Formed in Chicago

The Fenton Kelsey Company has been formed to take over the business of Fenton Kelsey, advertising counsel, in Chicago, and will engage in general advertising agency work. Fenton Kelsey, formerly advertising manager of the Philadelphia *Public Ledger*, will be president; I. B. Davies, secretary of the Bradley Knitting Company, Delavan, Wis., vice-president; Lieut. C. E. Widney, who has just been mustered out of the Rainbow Division and who formerly was connected with the Root Newspaper Association and the Bradley Knitting Company, will be second vice-president. C. L. Bates is secretary and R. C. Fenner is treasurer.

Advertising Agency in Wichita, Kansas

Allen B. Russell, for several years manager of the service and copy departments of the Fawcett Advertising Agency, Colorado Springs, Colo., will leave that organization on July 1 to establish The Russell Advertising Agency in Wichita, Kansas.

Teaching Salesmen That the Goods Are Not Sold Until the Money Is Collected

Better Co-operation Between Sales and Credit Departments Urged

By Emmet Beeson

ONE of the star salesmen for one of the large jobbing houses in the Middle West was leaning lazily against the desk of the sales manager. He was staring pensively at the floor with a sort of a lost-all-interest-in-life air about him, when he turned suddenly to the sales manager and said, most earnestly: "Now, George, look here, I'm telling you and I mean it, if that graybeard at the head of the credits doesn't O. K. that bill of merchandise I sold Nelson & Co., I'm through, and that's all there is to it. You have my answer. The idea! I've sold that firm thousands and thousands of dollars' worth of goods, and you know they have always paid.

"Pretty soon, if Old King Cole continues in that credit job, we will have to collect in advance on all orders, and he will demand nothing but gold. I can't see," he continued, "why the house doesn't get a young man in that job. Someone that is up on the trigger. My salary is not so large that I can stand getting cut out of the commission on that order. That credit man ought to be pulling weeds in his onion patch, and a youngster put on the job. I am disgusted and am going home. The samplers can go ahead and get my trunks ready, but if that order isn't filled, I'm not going out on the road again for this house. Now, George," he continued, "I'm on my way. I'll spend Friday and Saturday sowing grass seed on my lawn and I'll be down Monday, and if that order isn't filled—maybe the head of the house will hear something from me."

Monday, the star salesman presented himself to the sales manager looking quite contented with

things in general. Evidently he had unburdened his troubles to his wife, who had handled him as many a good wife has, no doubt pointing out to him that perhaps some one else in the business might know something.

The sales manager looked up, a broad grin crossed his face when he said, rather sarcastically: "Well, did you hear the news, old man? Your order to Nelson wasn't filled."

The star salesman's face turned a deep scarlet, his lips quivered; he was about to say the wrong thing when the sales manager, taking in the situation at a glance raised his hand warningly and said, "My dear boy, Nelson & Co. took a trip toward the moon Saturday. They went up about four miles. Their front door is locked and the key is in the hands of the First National Bank. We are stuck good and plenty and lucky for you that order wasn't shipped. As it is, your profit account will get some set-back on the loss we will sustain."

ONE THING AFTER ANOTHER FOR THIS SALESMAN

"What," exclaimed the star salesman, "my profit account going to be charged with a portion of that loss? Not if I know anything about my contract. What have I to do with losses? I work hard enough selling our merchandise not to do any worrying about credits. I don't see for the life of me," he continued, "why the heads of this business don't wake up and get a young man on that credit job—a man that won't let our goods get into the hands of insolvent buyers."

And thus runs the feud in all too many houses between the

(No. 3—Save this Series)

Maybe You Need a Hard Jolt!

Every time I plan to give you a lot of information regarding Industrial Motion Picture possibilities—a big story breaks—and I have to use that instead.

Near New York is a plant of International importance—not nationally advertised—noted among other things for the frequency of its labor troubles.

When the importance of Organization Pictures—the subject of this series—was brought to the attention of its Chief Executive, I was invited to a conference.

You'll hear more about that conference later.

This Man Was Jolted Out of a Rut.

If through mis-information or lack of any information, you too are in the rut of thinking of motion pictures in connection with the *world's work*, as a toy—you need a jolt, too.

There are matters pending in this organization that will jolt the entire Industrial World.

Suppose you ask me for full information about the following uses of Universal Industrial Pictures:

A permanent record of your plant

Demonstrating shop practices

Welfare work—Americanization

Increasing efficiency of Salesmen and Operatives

Invention, laboratory and research work

Selling your product direct by showing it from raw material to package—in buyers' offices.

I substantiate my every statement and prove my every claim.

No other organization or individual even approaches the Universal's development of Industrial Motion Pictures—their production—their uses or their distribution. Don't forget Universal Guaranteed Circulation—our exclusive method of general theatre distribution.



UNIVERSAL FILM MANUFACTURING COMPANY

Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe
Studios and Laboratories—Universal City, Cal., Fort Lee, N. J.

Offices: 1600 Broadway New York

A Pleasant Thought

We are quoting from a letter just received from the Secretary of one of the great public service company associations:

"Now that the worries of the Convention are over, I find a few minutes for careful thought, and one thing that comes to my mind most pleasantly is the service we received from the Charles Francis Press"

We printed over a thousand pages of matter for this association—most of it during the fortnight preceding the Convention.

Notwithstanding the strain and anxiety involved in the production of so large a piece of work in such a short time, the customer finds the thought of our part in it a pleasant one.

We are demonstrating to a good many people nowadays that "Charles Francis Press Service means something".

CHARLES FRANCIS PRESS

The Address is 461 Eighth Ave., New York
The Telephone Number is Greeley 3210

credit and the sales departments. It is the most futile thing in the world. I have spent practically all my life in the selling end of business, and I want to say that the salesman has no more powerful ally than the credit manager. Actually making the sale is only half the transaction. The other half is collecting the money. To be sure, getting the money is usually not the salesman's job, but it is to his interest to see that his house gets it. In the long run a salesman's value to an institution is not determined by the amount of the goods he sells, but by the profit that is made on his sales. Credit losses affect him as much as they do the firm. Therefore, for a salesman not to co-operate to the limit with the credit end is really short-sighted.

I'll admit that an occasional credit man is so ivory-headed that he inspires antagonism among the salesmen, but usually such a fellow soon eliminates himself by his own inefficiency. A good credit man knows that his work cannot be successful without the assistance of the salesmen.

It is much easier to sell a man goods when he doesn't owe the house than when he is about two drafts ahead of his deposits. The best salesmen are always the best collectors, as keeping accounts within the limit usually insures an order.

The high cost of doing business and close prices owing to keen competition do not permit of long time credits now-a-days. I have heard salesmen say, "We give so-and-so a long line of credit, but look at the long profits we get." If enough customers of the long-time kind are on the books of a house, one good loss offsets the easy profits, and at the end of the year the salesman's bonus is not so large.

Running the credit department is a thankless, worrisome, all-work job. Personally I would rather drive a hack than listen to the average salesman try to put through an order on a dead buyer. To hear the salesman tell it, you would think every customer in his

territory was in business just to see what was going to happen next. Their customers are not working to make money. They are all directors in banks and own the buildings they are doing business in. They drive limousines and live in mansions. To question the credit of some salesman's customers is a direct insult to the salesman himself.

A certain wholesale grocer had one of these long-winded territories out of his house. He saw the salesman and credit man could not get together on collections. Finally the president of the concern took a hand and a real fine Italian hand it was. He wrote every account that was past due that they had some unusually big obligations that must be met, that canned goods were coming in and that owing to the condition of the sugar market they had bought very heavy in that commodity and he would consider it a personal favor if the dealer could help out.

The result was that every customer in the territory got busy. Each one thought that he was the only one that had received that letter, and he took it upon himself to see to it that the wholesaler was not going to fail. He took pride in lending a hand to the beseeching creditor. The drive cleaned up practically all the old accounts. The president then established amicable relations between the selling and collecting ends of his business and showed them that by co-operating in the future they could keep their outstanding accounts down to a minimum.

One city salesman that I know was trying to get easy business by selling a lot of poor risks. The credit department limited the accounts to a few hundred dollars and when they reached the limit the salesman knew there was no use trying to get an order passed. His method of procedure was therefore to get one or two items on an order, or just about the amount that had been recently collected. He would then get the order O. K'd by the credit department and then let it take its reg-

ular course to the registering and pricing department and on to the shipping office. When all was going well, and the shipping clerk was busy checking out a load of goods, he would glide in and add a few hundred dollars to the O. K.'d sheets. The credit man could not understand how the accounts kept getting larger week by week until he started an investigation. It is needless to say that this particular salesman went through the swinging doors in a terrible rush and he didn't have a cost book nor sample case with him.

Credit is a great thing to do business on. Some credits are more elastic than others, but they all have a terrible snap-back when they break. A great many large credits have been granted simply by the personal equation, but it does not always work to advantage.

The trouble with too much credit is that it frequently forces the merchant to change brands. When he owes too much to any one house, he is inclined to stop buying from it, even though the firm may be willing to continue selling him. But that doesn't imply that his credit is exhausted. Generally he is still able to get a line with other houses, and, of course, when he changes his source of supplies, he stocks a different brand of goods.

Right there is the great objection to a too easy credit policy. There is an old saying that when we loan a friend money, we lose both friend and money. It is the same when a manufacturer allows a customer to run up a larger account than his financial condition warrants. Often he loses both the money and the customer, and where he doesn't lose the money he frequently creates a situation that enables another house to get its goods in that dealer's store. Viewed from this standpoint, as well as from many others, the judicious credit manager is the sales department's real friend. He gets entirely too many brickbats. He deserves an occasional bouquet. Let us give it to him.

Virginia Dare Wine and Prohibition

GARRETT & COMPANY, Brooklyn, N. Y., are now advertising in certain sections of the South a non-intoxicating Virginia Dare Wine. "All the flavor and aroma that have been a joy of connoisseurs for nearly a century," says the copy. "All the wholesome goodness of the health-giving grapes discovered by Sir Walter Raleigh. All the thirst-satisfying qualities of this famous beverage. Nothing missing but the alcohol and you won't miss that in the new delight of this fine wine."

Later on, it is planned to advertise the new product more extensively.

In making the non-intoxicating wine, the same process has to be undergone as in preparing the alcoholic beverage. The wine is aged as usual and then the brandied products are removed. This will result in a brandy by-product that may amount to 1,000,000 gallons a year, according to W. W. Cribbins, the company's advertising manager.

To put the brandy to use, the company is preparing to make a complete line of flavoring extracts, using brandy as the base instead of grain alcohol. The extracts, which it is expected will be placed on the market about August 1, will be advertised extensively. In fact, it is planned at the beginning to invest about all the receipts from the extract sales in advertising. Jobber connections are now being formed throughout the country.

W. A. Cole Joins Nation Press

W. Arthur Cole, for seven years director of service of the Wm. F. Fell Co., printer, of Philadelphia, will become associated with the Nation Press, Inc., New York, on June 16, as director of promotion work.

The New York Club of Printing House Craftsmen will hold its annual dinner on June 19 at the Brighton Beach Casino, Coney Island.

100 Tons of Paper a Day!

IN all the United States, including cities like New York, Chicago and Boston with populations many times greater than that of Kansas City, there are only three or four newspapers that print as many copies a day as The Kansas City Star. The Star's consumption of paper ranges from 75 to 175 tons a day.

This remarkable situation is due to the fact that in no other city anywhere is there a newspaper that has so thorough a circulation as The Kansas City Star's.

The saying that "Every family in Kansas City takes The Star" falls a little short of the truth. The fact is that there are actually more Star subscribers in Kansas City than there are families. The excess is accounted for by some families subscribing for more than one copy of The Star.

THE KANSAS CITY STAR

Morning
220,000

Evening
220,000

Sunday
220,000

CHICAGO OFFICE
1418 Century Building

NEW YORK OFFICE
2 Rector Street

"I Should Certainly Go After Prospects Like COMFORT'S

When Edward Mott Wooley came to COMFORT plant he turned his spotlight on COMFORT'S circulation. You can judge what he found by what he wrote:

"And every stage of my analysis tallied with the Government information. In fact, my spotlight showed that COMFORT people not only **wanted** these things (the thousands of articles from automobiles to nursing bottles, ascertained by the Department of Agriculture's investigation) but **already had** many of them. I was astonished at the plane on which these COMFORT people lived.

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

W. H. GANNETT, Pub., Inc., Augusta, Maine

Turn the Spotlight on Comfort Circulation



Go After Six Million

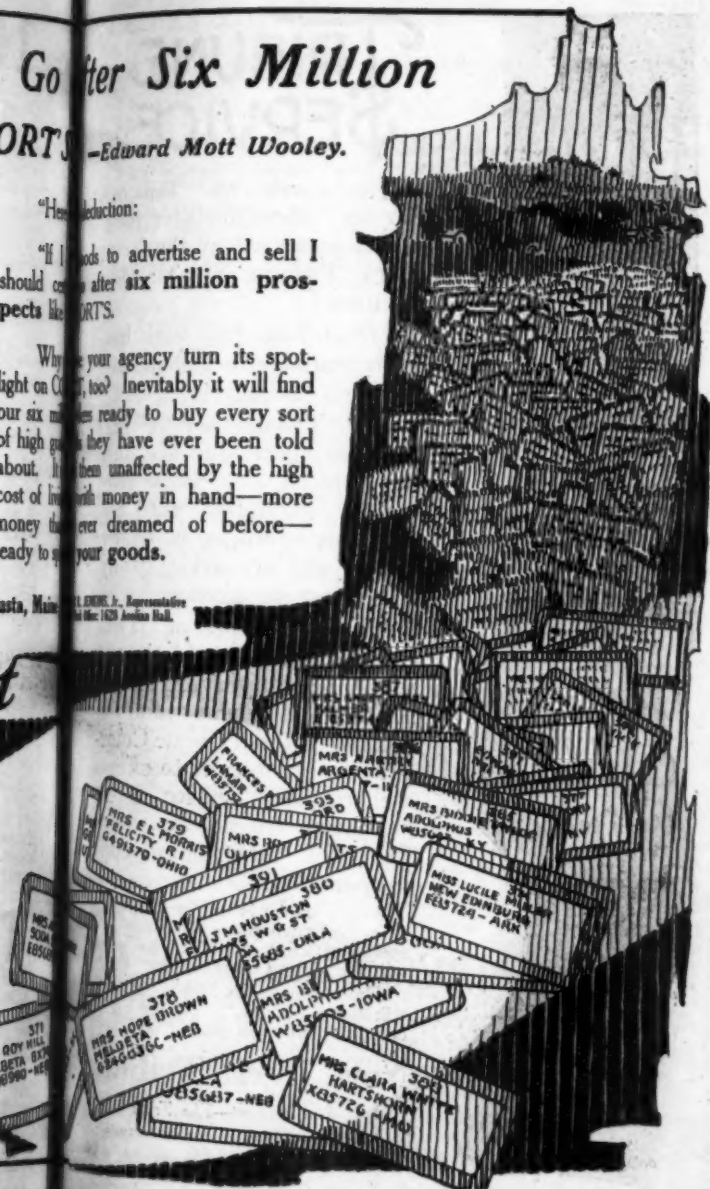
PORTS -Edward Mott Wooley.

"Here's a deduction:

"If I had goods to advertise and sell I should certainly go after six million prospects like PORTS.

Why? Because your agency turn its spotlight on PORTS, too? Inevitably it will find our six million prospects ready to buy every sort of high grade goods they have ever been told about. Inevitably they are unaffected by the high cost of living. They have money in hand—more money than they ever dreamed of before—ready to spend for your goods.

astia, Maine
L. EDWARDS, Jr., Representative
Box 1629 Astoria Hall.





TRIBUNE \$ERVICE

The mark of "Tribune Service" identifies advertisements prepared by the New York Tribune Service Department.

Heretofore this work has been available to Tribune advertisers exclusively.

But "Tribune Service" has been so successful that this department has been constantly expanded until today it is equipped to render a copy and art service to any advertiser or agency.

The experience of "Tribune Service" in black and white, in rotogravure for the Tribune Graphic and in colors for the Tribune Colorgraphic enables it to offer a well-rounded service of exceptional quality in every field of advertising copy preparation.

And because it is operated solely to serve advertisers and not as a money-making venture, its prices will be found surprisingly low.

Phone Beekman 3000. Ask for "Tribune Service." Try us on the campaign now on your desk.

New York Tribune

First to Last—The Truth
News—Editorials—Advertisements
The fastest growing newspaper in
New York City.

Letters the Prospect "Listens" To

"Talking" in Place of "Writing" Often Increases the Return of Letters

By Harrison McJohnston

A WRITER of sales letters in a prominent wholesale house has found that letters which sound like talk make a better effect than letters which are obviously "written." About the last revision he makes of all important letters is to limber them up here and there with "talk." It is his way of making his letters sound more direct and personal.

This sales correspondent, by the way, believes in systematic criticism of his own letters. He reads each important letter at several different times before sending it out. In each reading he looks for specific qualities which he knows his letter ought to contain, such as completeness, courtesy, credibility—will every word of it be readily believed, or should proof of certain statements be introduced?—easy to read and understand, reader interest, sincerity, naturalness, directness of expression, and so on.

He says that particularly the last three qualities just mentioned—sincerity, naturalness and directness of expression—are best gained by making sure that the letter sounds like talk and not like "writing." He says—and his statement is based upon comparative results—that there is a great difference in the appeal of a "talking" letter as compared to a "written" letter. The reader "listens" to a talking letter, while he reads a "written" letter; and it is easier for most merchants to listen than to read. Talk is more lifelike. It seems more human and more direct. It makes a letter seem more like one written to the reader individually.

For instance, following are two letters produced by this correspondent. It is easy to tell which was more successful. One sounds like good straight-from-the-shoulder talk. The other seems to have

been more laboriously written. "Dear Sir:

"In the light of general trade conditions—with prices tending upward instead of downward as the result of the world's food shortage—you will appreciate the prices named on every page of the enclosed supplement to our recent quotations.

"That now is the time to buy all these items there is no question. Many basic factors point to steadily high prices for the coming twelve months, at least—and somewhat higher prices may be expected as soon as the peace treaty is signed and shipping is allowed greater freedom.

"The prices on many of the staple items in this supplement will go up. In fact, the prices of nearly all staple foods and of many luxuries are bound to go up.

"Economists point out that all prices are relative—that a high price on one kind of food, because it is relatively scarce, tends to raise the prices of many other kinds of food, especially the kinds that serve as substitutes.

"The point is this: There is a world shortage of food on account of crippled food production in Russia and Roumania and in many other recently warring countries. The demand for food in general is relatively greater than the supply, and it will be at least a year before the crippled exporting countries will get back to producing their normal surpluses of grain and meat and other foods for the world market.

"That is the reason why prices are relatively high and will stay high—and will in all probability go higher—and that is the reason we urge you not to take a bearish attitude toward present prices. As a matter of fact, present prices are comparatively low.

"Comparing present prices with

1914 prices is causing some merchants to be out of many things. But we all know that all people must continue to eat about as much as usual—more, in fact, since peace is here to take the brakes off war-time economy.

"Are you stocked to take *adequate* care of your demand—have you *plenty* of the 152 items listed in this supplement? If not, now is the time to put your stock into condition for *complete* service to your trade.

"Yours very truly,"

PUTTING LIFE IN THE LETTER

"Somehow that letter, in a test to a hundred merchants, did not get across," said this correspondent. "I knew the facts were sound, so the merchants either did not understand them or did not believe them—or did not read the letter. I'll admit it's a hard letter to read—not much life in it. But it is different from my usual sales letter. I thought it would be better not to make it sound like talk. Nevertheless, I rewrote that letter with the idea of putting more life into it—and orders began to come in."

Here is the letter as rewritten: "Dear Sir:

"Do you believe that grocery prices in general are going to stay up high—or do you still look for them to come down soon?

"We feel sure that prices are up to stay there for about one year at least. No—it's not because we want you to take advantage of the *comparatively* low prices in this latest supplement. We want you to do that, of course. But that is not why we know prices are going to stay up—and go on up somewhat higher on many items:

"Here is our reason:

"Economics show plainly that prices in general go up and down as a result of changes in supply and demand. The less the supply the higher the price.

"Now, we all know that there's a general shortage of food to feed the world. Famine is stalking about in many European localities. Russia, Roumania and many other warring countries have not been

producing by far as much food as they used to. It will be a year before many European countries get back to normal production of grain—with their old-time surplus to sell in other countries.

"What does that mean? Well, it simply says that the world's food supply is short, and will stay short for some time.

"And what does that mean for food prices? It means a big, sustained increase in the amount of food we will export to Europe—and soon, when peace is signed *and shipping gets back to normal*, some time this summer, even more food will be exported.

"And that means that food prices here will *very likely* go up still higher. Yes, prices on nearly all items.

"We are all eating as much now as ever—more, in fact, since war-time economy is no longer a patriotic duty.

"Yes, it looks as though prices are up to stay until the *world's* food supply gets back to normal—about one year hence, at least.

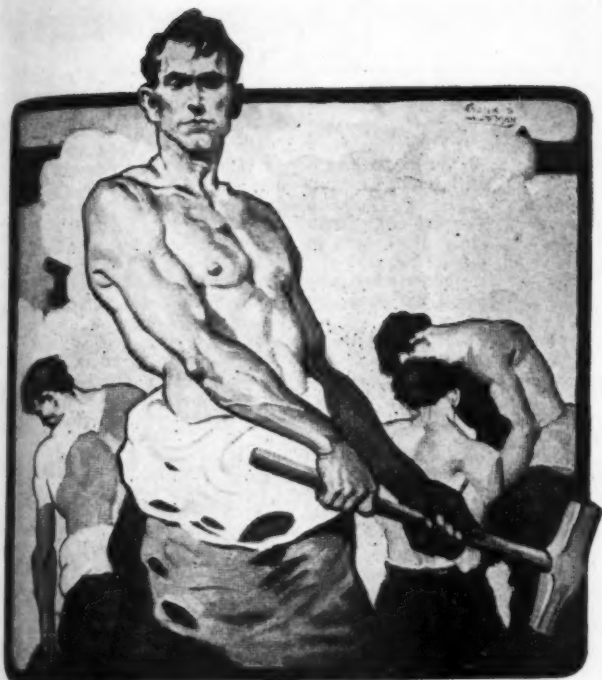
"Some merchants are comparing present prices with 1914 prices. They are waiting for prices to come down—buying too close to the poor-service line—'out' of this and that—losing a lot of trade to other merchants who know that there is no immediate danger in keeping up a good stock.

"Have you *plenty* of the 152 items listed in this May supplement?

"Yours very truly,"

That is what this sales correspondent means by a letter that seems to *talk* to merchants. The reader is more inclined to feel that the writer is there talking to him, and not writing an essay—and the writer, in this case, felt that way about it, too, while he was composing this letter. Consequently, he wrote a better letter.

It seems to be a pretty good idea to make many a letter sound more like talk. At least a great many letters that sell have this quality. In fact, it is not a bad rule at all to "write about as you would talk"—if you know how to talk. Many letters apparently



Brute-Power

IT'S the tremendous, persistent hammering of one Dominant Idea that welds sales. It is our firm conviction that every advertising campaign should be born of a Dominant Idea that fairly writes itself into vivid advertising—translates itself into hundred-point salesmanship.

Upon the request of an executive, we will gladly send our new 72-page book, "Master Merchandising and The Dominant Idea."



MUUNKIN ADVERTISING COMPANY

CHICAGO ·
55 S. WABASH AVE

NEW YORK ·
501 FIFTH AVE.

CLEVELAND
NEWS LEADER BLDG.

strive for "dramatic" effect by introducing conversation. That is risky—unless it is used by a master who possesses a big bump of common sense. Otherwise the "talk" is very often unconvincing. All writers of fiction know that faithfully natural conversation is difficult to write. We all have seen letters which run about like this: "Dear Jones:

"Where's the order from Jones & Jones?" the big chief said to me about ten minutes ago.

"Not in yet—but it's on the way," I said—for I am sure you will want to take advantage of our special offer of May 10th." Or maybe the letter starts like this:

"Good morning!

"Those new Chateau Capes? Yes, we've got them.

"Just three or four days hence you can have one of them in the next-to-the-door corner of your show-window with a 'Special, \$22,' sign neatly placed—and you won't have it very much longer.

"12 from 22 leaves 10 gross, by the way.

"Better write or wire to-day."

It happens that this letter just quoted was fairly successful, as it stands. But it was more successful when "good morning" was omitted. It is a fairly good example of a "talk" letter.

Any rule of the game of writing letters that sell can be overdone—or applied by the wrong person. But that is not a good reason for abolishing the rule.

Chatting is out of place in a business letter, of course. But pick up almost any bunch of successful selling letters, and most of them sound very much like plain, everyday talk.

It is really a good rule—to write about as you would talk. When we feel that we are *talking* the letters we write, we have a big advantage. We are more likely to visualize the reader and say things in short, crisp sentences. We find it easier to say something the first word—without introductory phrases and long sentences, like some of those in the first letter quoted above—without the

qualifications that will creep into more deliberate thinking and writing.

Yes, it is really a good rule—to write about as we would talk—without overdoing it—without being talkative or too familiar. A "talk" letter is likely to be more brief and to the point than a written letter. And it always has more life in it.

There are, to be sure, plenty of rules for letter-writing. Some of them are not bad at all when they are applied with common sense. This "talk" rule and all others ought, of course, to be broken when breaking them will get better results in given cases. Even two and two does not always make four. It sometimes makes twenty-two, as the saying goes.

"Sales Conference" Typed for Dealers

In giving your sales talks and demonstrations to dealers you know you often put over some mighty good stuff, which, in a long talk, is often forgotten by the dealer. Do you want a way to impress your sales inspirations on your audiences? Try this once or twice as a novelty and see how it works.

Take along a clever stenographer. Announce to your dealers you are going to take a record of the "conference" for their benefit, and send them typewritten copies to go over at their leisure. This will impress them as to the importance of what is coming, and the typewritten report later will freshen their minds and give them your selling ideas in permanent form. No chance to forget any of your good ones!

Also the stenographer can make notes of questions asked by dealers, which you can study over and answer to good advantage on your next call.

The reports need not, of course, be verbatim. You can even have your talks standardized to a certain extent beforehand, and typewritten copies made, inserting later any special points brought up which the stenographer can catch.

Who will try this first and let us know how it works?—"The Peptimist."

Kenneth Cloud Back with Advance Accessories

Kenneth Cloud, formerly of the Charles N. Touzalin Agency, of Chicago, has taken charge of advertising and sales promotion for the Advance Automobile Accessories Corporation, and allied companies, Motor Oil, Inc., and Auto Components, Inc., all of Chicago. Mr. Cloud was advertising manager of the Advance Corporation before he joined the Touzalin staff.



Foldwell Backs Up Art Metal

The manufacturers of Art Metal "practice what they preach." This company sells metal filing equipment—the big sales point being that Art Metal protects valuable records and correspondence from loss by fire.

The Art Metal company insures its own records by using steel equipment and protects its direct advertising by using Foldwell. Selling ideas must be insured against the hazards of third class mail transportation—just as records must be protected from fire. Foldwell gives such protection, for it is guaranteed to fold without breaking.

Specify the genuine guaranteed Foldwell. There is no substitute.

Let us send you our new book, "Putting the Sales Story Across." A card will bring it.

Chicago Paper Company

833 South Wells St.
Chicago, Illinois



Can Copy Appeals Be Gaged in Advance?

MILLIONS of dollars are spent every week on copy appeals which have never been definitely gaged in value—with no definite check on whether or not the best selling appeal is being made. What this policy of going-it-blind may mean to the yearly sales totals is almost staggering to think of.

Some idea of what it can mean, however, may be gained when we look at the wide difference in results between different copy appeals used in mail order selling.

One advertisement prepared last year for one of our clients has produced, to date, over \$300,000 in direct business—incidentally, at a selling cost less than the average salesman's commission. The best advertisement on this proposition prepared up to that time and circulated in the same media would have produced less than \$100,000 in sales.

Yet for one advertisement to pull three times the results of another advertisement—under the same conditions, in the same media, and on the same proposition—is not in the least unusual. We have seen one advertisement outsell another in the ratio of ten to one.

As a result of our experience in handling the advertising of over sixty direct result accounts where every sale is traced to its source, we have been able to draw a definite line—in advance—between appeals that "make good" and those which merely "look good."

* * * * *

IT makes no difference whether the reader of an advertisement orders by mail or goes to the dealer for the merchandise advertised.

The method of purchase is only a detail. In either case the copy must make the right appeal or it makes only a fraction of the sales it should. In both instances the buying motive to be aroused is exactly the same.

The mail order advertiser has definite figures of results from various appeals to guide him. Why shouldn't the general advertiser profit by the things the mail order advertiser has learned?

In doing this it is not necessary to sacrifice one iota of "class." Your copy can create just as much atmosphere as it does today. Neither is it necessary that yours be a small town or "middle-class" proposition. We have proved that the most fashionable sections of New York and Chicago will order by mail—when the right appeal is made—just as they patronize the stores that make the right appeal. We have written copy that brought back average orders of \$1,000 each from rated business men.

And the same principle of appeal that brings results by mail will bring equally good results through the dealer.

* * * * *

WITHOUT the slightest obligation we should be glad to outline some interesting facts about copy appeals and show you how the facts and figures gained from the expenditure of millions of dollars of keyed advertising can be used to increase the sales results of advertising that sells through stores.

RUTHRAUFF & RYAN
INCORPORATED
ADVERTISING
404 FOURTH AVENUE at 28th ST. NEW YORK
CHICAGO: 30 NORTH MICHIGAN BOULEVARD

Important Information!

BUREAU OF COMMERCIAL ECONOMICS

DEPARTMENT OF PUBLIC INSTRUCTION



AN OPEN LETTER TO THE PUBLIC --

ADD THE MEN WHO HAVE STOOD BY US

CO-OPERATING
UNITED STATES GOVERNMENT
COUNCIL OF NATIONAL DEFENSE
REPUBLIC OF FRANCE
THE BRITISH EMPIRE
DOMINION OF CANADA
COMMONWEALTH OF AUSTRALIA
UNION OF SOUTH AFRICA
REPUBLIC OF ARGENTINA
REPUBLIC OF CHILI
REPUBLIC OF BOLIVIA
REPUBLIC OF CHINA
PAN AMERICAN UNION
NATIONAL COMMITTEE OF FRANCE
KINGDOM OF SPAIN
EMPIRE OF JAPAN
REPUBLIC OF NICARAGUA
PROTECTORATE OF MOROCCO

With the official aid of various Governments and the co-operation of educational institutions and of manufacturers, this Bureau for six years has been showing educational and industrial motion pictures to the general public - admitted free.

It has accumulated more than 15 million feet of film, and has shown it to more than a million people a month during the past two years.

While the remarkable results have been in the highest degree satisfactory, the facilities for distribution have been inadequate.

OF THE GREATEST IMPORTANCE ---

Therefore, is this announcement that an arrangement has been made for the Bureau's use of all the exchanges (Domestic and Foreign) of the Universal Film Mfg. Co.

This additional distributing outlet will not only give us a comprehensive check on the extent of circulation - but makes the service of the Bureau available to industrial concerns - anywhere in the civilized world.

We cordially invite all industrial organizations to show films supplied by the Bureau at the noon hour, and at least once a week to employees and their families.

To instruct them in the activities of the Industrial World; and on subjects of public health and hygiene; of political and general education, is the first step in the fruitful field of Americanization, the foe of anarchy and Bolshevism.

Free literature regarding the work of the Bureau on request.

Francis A. Long
DIRECTOR

Next week I am going to tell the story of the fleet of White Auto Trucks, fitted with complete Motion Picture Projection equipment, field Graphophone and flood lights that will light up 10 acres. You should take immediate advantage of this big opportunity. **SEND YOUR FILMS TO THE BUREAU.** You can get films from the Bureau to show in your own plant. If you have no equipment, let us advise you without prejudice as to what you should have.

Supplement to Catalogue Tells Dealers How to Advertise

Suggests Layouts, Copy and Amount of Appropriation

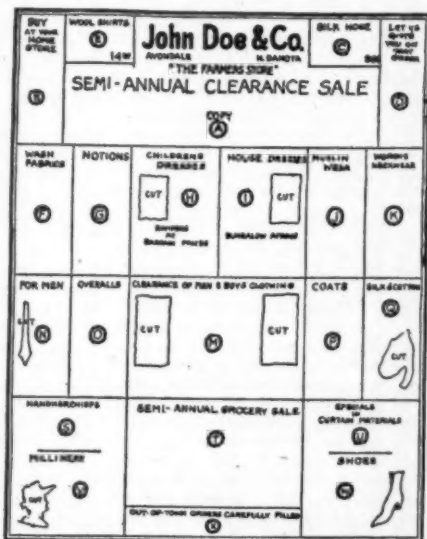
ONE of the biggest little cinches in "co-operating" with retail merchants is to tell them they ought to advertise. "There's no demand for ducks' eggs, because she (collectively) merely quacks and waddles off. But the hen makes a big noise—hence the demand for cackleberries." And by way of proffering a helping hand, you shoot along proofs of boiler-plate electro-types with a half-inch space thoughtfully left at bottom for the dealer to insert his name.

But perhaps one of the most perplexing things on the manufacturer's calendar is to get said retailers actually to advertise his merchandise—not because they are unmindful of its accomplishments, but because they don't know how.

As a part of their service to retail merchants, Finch, Van Slyck & McConville, of Saint Paul, offer the trade a practical condensed course in advertising. And the unusual thing about this service is that it forms an integral part of the merchandise catalogue—right up front with diagrams, layouts, suggested sales headings and copy hints where they can be referred to frequently without the danger of a separate advertising manual going astray.

The text of this advertising section lays little stress upon the "why," preferring to emphasize the more essential "how." The retailer is impressed with the importance of a definite plan. He

is told to map out a programme of the coming year's and season's advertising, and establish a definite method of governing his entire appropriation. "If you are planning an advertising campaign, do not leave the preparation of it until the eleventh hour, or attempt to write while liable to be interrupted. Late copy results in poor type-setting and changes. And



SUGGESTED LAYOUT FOR DEALER'S ADVERTISING, INCORPORATED IN WHOLESALE CATALOGUE

changes of proof cost money. Prepare your advertisements when and where you can be let alone.

"Much can be learned by studying and keeping a file of others' advertising—not to imitate them but to get new ideas. It is your own individuality in your advertisements that counts; your customers, do not want you to be 'clever' but they want you to write

as you talk, in your own way."

As a guide to the annual budget to be appropriated for advertising, the dealer is told to foot up his annual sales average, estimate a reasonable increase possible during the coming year, consider what it costs per customer to maintain his store and then decide what each new customer added will be worth. "Advertising is the price you must pay to make your store grow. Department stores in the larger cities invest 2 per cent to 4 per cent of their gross income in local newspaper advertising, and some departments as much as 8 per cent. Clothing manufacturers lay aside $5\frac{1}{2}$ per cent for advertising; stove manufacturers, 12 per cent.; food manufacturers, 1 to 2 per cent; and certain specialty food manufacturers, one-third their gross income. Your mail-order competitor expends $12\frac{1}{2}$ per cent in advertising. How much can you lay aside to beat him in your own field?

SOUND ADVICE FOR RETAILER

"What you are aiming at in advertising must be kept in mind constantly," the dealer is admonished. "Doubtless it will be mail-order competition. If so, can you meet the mail-order prices on the same goods and offer guarantees? Let each advertisement ring with the satisfaction of seeing the goods before purchasing; emphasize the improved store service you offer; put in the personal touch of a fellow citizen; let each advertisement be a request for a bid on that contemplated out-of-town-going order. We can profit much by following the tactics of our mail-order competitors. Their advertisements are a direct bid for orders at small prices. Note their striking headlines and illustrations that picture the goods! See how every small space is filled with descriptions, claims and prices! The aggressiveness of the catalogue house is making serious inroads upon your trade, but the local store has a distinct advantage in its care of the goods, their personal inspec-

tion and face-to-face delivery."

Before starting to write his advertisements, the retailer is advised to imagine a definite audience listening to him. He should have a definite message for them and a clear idea of what he wants them to do. His purpose in advertising is either sales of the items advertised or to encourage calls at the store, which may mean the purchase of goods not advertised. Every device—wording, illustrations, rules, type should contribute to this result. The advertisement should be truthful and straight from the shoulder. It should create confidence by the use of simple words and sensible statements. It should be enthusiastic, without making extravagant claims or offering unreasonable cuts in prices. It should be interesting to the people as a man.

"Put yourself in the reader's place. Write the things you think would interest you. Use pictures, if you can, that illustrate your ideas. Pictures convince when words fail. Be brief, and don't crowd.

"Layout of the advertisement. First, the material. Among the items suggested for your advertisement you will find certain ones that justify special prominence—perhaps one of unusual note, sufficiently interesting to form the foundation for an introduction. If this item is a real bargain tell why—make it your leader. Meanwhile, select the other, less prominent articles to head your various departments, thus making each department easily recognizable and giving the effect of a store of wide variety.

"With your material in mind, start your advertisement just as the carpenter builds a house—build a skeleton ad. Write freely at first, later cutting out words that seem unnecessary. Create for yourself a mental picture of the advertisement as it will appear when finished and trim it down here and there as you progress, just as the carpenter saws off overhanging boards. Write simply, as though you were talking.

No Dead Wood

John Doe to please a little girl who was trying to make money by soliciting subscriptions for a weekly publication, enrolled his name on the blank she presented to him and paid his fee. The publication duly arrived at his address, and has been coming regularly ever since. He has 52 copies piled up in his cellar, the covers of which have never been opened. And in the advertising literature of that magazine he figures as one of the army of regular readers who make it so valuable a medium to business men.

This isn't fiction; it is fact. And John Doe is one of many who occupy the same relation to that weekly. They are subscribers, yes; readers, no; to advertisers, dead wood.

The value of any publication to the advertiser depends very largely upon the reasons which prompt people to subscribe to it. The only subscription reason that can possibly interest the advertiser is genuine demand. The reader who subscribes because he really wants the publication—because it will be useful to him—because he recognizes its intrinsic merit—is the only reader who represents buying power to the advertiser.

Nobody reads "The Record" to please anybody but himself. Nobody subscribes to "The Record" to help out a friend or to benefit any other persons than those in his immediate family. "The Record" doesn't pile up in anybody's cellar unread.

If "The Record" had five times its present circulation, secured by foisting it upon people who don't want it, it would be a poor salesman. If it had only a fifth of its present circulation, secured as all of its present circulation is secured, it would still be a good salesman.

Ask "Record" advertisers.—

Advertising Editorial Published in The Philadelphia Record, Wednesday, June 4, 1919.

"A brief survey of the descriptions you have in hand, the cuts to be used with them and the introductory talk (if any) will give you an idea of the size and shape your advertisement will assume when in the newspaper; it will also guide you as to the tone of your advertisement—whether it shall be a quality or price talk.

"Having decided the size and shape of the advertisement, you are ready to determine where to place your trade-mark or catchphrase, name and address; also the style of border and rules to be used. As to type, avoid selecting too many styles or sizes—they confuse the eye. Too large type and too generous use of capitals, rules and borders will defeat your purpose. Simple letters, with plenty of room around them, will be read most easily.

"If an introduction is to be employed it should be of particular interest to the general reader—a short statement, giving the whole story in a nut-shell. If possible, a cut should accompany the introduction, relating to it in subject and a real attention-bringer.

"Illustrations for the advertisements as a whole need not be numerous, but those chosen should bear on the main talking points of the goods advertised. Illustrations should be well balanced as to position in the advertisement, and their size and shape should not be out of proportion. Too small cuts are not easily seen—too large cuts crowd the type matter and make the descriptions hard to read.

"Much thought should be given the order the various departments are to take, illustrations in them, sub-heads and secondary items listed in each. Descriptions of items should be short statements based on the call for the article, its use, design, material, finish, price and saving to the buyer.

"Embodied in the advertisement, and linked with your store name, may be included some convincing argument for a call at the store or an order by phone or mail, emphasizing the economy and satisfaction of buying at the home store."

Business Papers Have Helped Unite America

Regardless of the great territorial extent of the United States, there is a similarity in the business methods and the kind of merchandise required in all the different States, because of the quick dissemination of information through business papers. This same connection can gradually be established throughout all the Americas. To get a commercial understanding and to promote the interchange of trade it is necessary to read the same publications and adopt the same general business practices.

It is most encouraging, therefore, that large numbers of the leading business papers in the United States are producing foreign editions, and that many leading Latin-American publications are getting editorial information and extensive advertising from the United States.

The leading business papers go into all the problems and the needs of their industry. They are the leading agitators for progress and frequently the unsparing critics of trade abuses. Many of these business papers conduct information departments which personally aid their subscribers in handling their problems of accounting, store or factory systems, credits, and even co-operate with them in choosing the proper merchandise for specific uses or particular locations. They take a leadership in advocating necessary legislation for the improvement of industry and are leaders in all broad helpful and patriotic movements.—Portion of address of A. C. Pearson, of the *Dry Goods Economist*, before the Pan-American Commercial Conference, Washington, D. C.

Airplane for Quick Transportation and Advertising

R. L. Nafziger, president of the Nafziger Baking Co., operating plants in Kansas City, Sedalia, Springfield, Missouri; and Burlington, Iowa, has just purchased a Canadian Curtiss airplane for the purpose of making frequent visits to the various plants. He also intends to use the plane in advertising which will cover the States of Missouri, Kansas, Nebraska, Oklahoma, Arkansas, Iowa and Illinois.

Lt. Dudley Steele, of Kansas City, has been engaged as pilot and director of the airplane advertising campaign. He will visit all the leading towns by airplane in the above-named territory, calling on the merchants and establishing agencies for Nafziger Bread.

Vanderhoof & Company Secure Account

Vanderhoof & Company, advertising agency of Chicago, have secured the advertising account of the Iceless Icebox Company, Chicago. Orders are being placed with a list of newspapers in Chicago and throughout the State of Illinois.



SIXTY MILLION bushels is Oklahoma's wheat yield this year—almost double the usual crop. More than \$100,000,000 for Oklahoma farmers. And a goodly portion of this will be invested in tractors, farm machinery, autos and allied supplies.

More than half of Oklahoma's farm homes are reached by The Oklahoma Farmer-Stockman—"Oklahoma's Dominant Farmpaper." Most all the well-to-do wheat growers take it.

Advertisers who are using The Oklahoma Farmer-Stockman are also reaping a bumper crop—of sales. They are the first to profit by the farmer's unprecedented prosperity in Oklahoma.

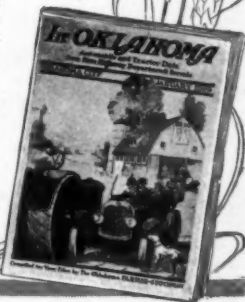
Book compiled from State Records—giving by counties, number and makes of Autos in Oklahoma, number of tractors, farm population, main products, etc.—yours for the asking.

OKLAHOMA FARMER-STOCKMAN

Oklahoma City, Okla.

Edgar T. Bell, Adv. Mgr.

E. Katz Special Advertising Agency
New York Chicago Kansas City San Francisco
J. B. Keough, Atlanta, Ga.



**The Oklahoma
FARMER - STOCKMAN**

Incomparable

*T*HERE is nothing in the newspaper world to be compared with the Sunday Edition of The New York Times—in quality of news—in pictorial features—in circulation—in advertising.

Its sale, in excess of 500,000 copies, gives to it one of the greatest Sunday circulations of any newspaper in the world. In five months of this year the Sunday edition of The New York Times excelled every other New York Sunday newspaper in volume of advertising.

The New York Times

The Present Status of the Federal Bureau of Publicity

Cummins Bill, Reintroduced, Doesn't Stand Much Chance of Immediate Passage

DOREMUS & COMPANY
NEW YORK, June 6, 1919.

Editor of *PRINTERS' INK*:

I have been greatly interested to note that renewed effort is being made to secure the passage by Congress of a bill to create a Federal Bureau of Publicity under the general direction of the Secretary of Commerce.

It is my recollection that such a bill was introduced in Congress over two years ago, at which time it occasioned a great deal of discussion among advertising men.

Would you be good enough to tell me, through the columns of *PRINTERS' INK*, if this is the same bill, the passage of which was being urged at that time, and whether any really definite action has as yet been taken toward its passage?

E. T. TOMLINSON, JR.,
Vice-president.

THIS is the same bill, known as the Cummins Bill, that was introduced by Senator A. B. Cummins on August 4, 1917, as described in considerable detail in *PRINTERS' INK*, issue of August 16, 1917. Its purpose is set forth as follows: "To establish a Bureau of Publicity in the Department of Commerce to have charge of all the advertising of the Federal Government; to secure greater publicity for information intended for the general public and coming from the various departments of the Government; to advise and counsel with all private interests regarding foreign advertising, and to co-operate with organized advertising interests of the nation in promoting and in securing legislation to compel adherence to honesty and reliability in the advertising of all firms and individuals throughout the nation."

This bill has now been reintroduced and referred to the Committee on Commerce of the United States Senate. It provides, among other things, "That a director of suitable knowledge and experience in the business or profession of advertising be appointed by the President to administer the affairs of the Bureau of Publicity under the general direction of the Sec-

retary of Commerce." It also provides for the creation of a Publicity Conference Board, "consisting of the Secretary of Commerce, the Secretary of State, the Secretary of War, the Secretary of the Navy, the Postmaster-General, the Secretary of the Interior, the Secretary of Agriculture, the Secretary of the Treasury, the Secretary of Labor and the Attorney-General, all acting ex-officio."

Secretary Redfield, in commenting to a *PRINTERS' INK* representative last week on the proposed measure, and speaking for the department which he heads, states that his branch of the Government stands ready to undertake the task of clearing all Federal advertising through a special bureau such as is proposed for the purpose. "It has always seemed to me," said Secretary Redfield, "that the owners of the Government (the people) and its board of directors (the Congress) should have better and fuller means of information concerning it than now exists. Such work is not the normal function of the daily or weekly press save in small part, and the want of some good medium of information is daily apparent from incorrect and incomplete statements on every hand."

MUST TRAVEL DEVIOUS PATH OF USUAL BILL

While the Department of Commerce has not yet had the bill brought to its attention, due in part to the delays incident to the reorganizing of the Senate Committee on Commerce to bring it under Republican control, it is understood that the first step will be for the committee to consult with the Department of Commerce, of which the Bureau of Publicity would become a working member, before it conducts hearings upon, considers or reports out the bill.

The chance that this bill will receive any considerable attention from Congress, however, during the next few weeks is not great, owing to the fact that the Commerce Committee at present has before it the rather formidable task of shaping a legislative policy and programme for the development of the American merchant marine. Pending the disposition of this issue, other responsibilities assigned to the committee will have scant attention. Furthermore, the intimations in correspondence already reaching Washington that before Uncle Sam commits himself to a given advertising policy many private interests will seek a hearing, strengthens the inclination of members of the Commerce Committee not to take this question up until it can be thoroughly threshed out.

EXPECTED OPPOSITION

While the past few months have witnessed marked development of a sentiment in Congressional circles favorable to the creation of a governmental clearing-house for handling all Federal advertising and publicity, it is not to be expected, in the opinion of experienced observers at the Capitol, that the project will have smooth sailing. For one thing, it is surmised that opposition will be encountered in the departments which already have more or less pretentious information or publicity bureaus, organized to meet their special and specific requirements. Persons familiar with conditions in Washington during the war will recall in this connection the stubbornness with which certain governmental institutions insisted on their right to continue their independent publicity bureaus and refused to clear information through the Creel Committee. That there is a certain element in Congress that is not yet sold on the value of the governmental advertising in its larger aspect has also to be recognized. It was this element which was largely responsible for the comparatively recent failure of the United States Bureau of Foreign and Domestic Commerce to secure

appropriations for an advertising expert and a trade-mark expert, this in spite of the fact that the salaries contemplated were far below the figure of \$6,000 per annum, fixed in the Cummins Bill for the Director of the Bureau of Publicity.

It is important to observe that the Cummins Bill, while it centralizes the function of preparing and placing the Government advertising and publicity, does not commit the Government to any greater extent than heretofore to a policy of employing paid advertising. Furthermore, the question of policy as to the purchase of space and the amount of space to be purchased is left just where it was before—namely, to the individual discretion of the heads of the various departments and governmental institutions. In other words, the Cummins Bill holds out the ideal of standardization of governmental copy and of standardization in methods of placing and checking copy, but leaves the respective branches of the Government with the last word in all these matters, for the reason that all advertising bills must be paid from their appropriation.

The greatest measure of popular support for the bill is counted to be won by the provisions which will further the cause of American advertising abroad. Specifically, these would obligate the proposed Bureau of Publicity to employ experts who would give counsel free of charge to private firms desiring advice with regard to advertising for foreign trade, and would further obligate the Bureau to "employ such advertising or publicity as may promise to be most efficient to disseminate in the United States valuable information and data supplied by American consuls in foreign countries as to opportunities existing in those countries for the promotion of American commercial or other interests." This latter provision represents the nearest approach in the entire bill to a specific requirement calling for the use of paid advertising by the Federal Government.—[Ed. PRINTERS' INK.

Headlines That Jolt the Reader into Action

It Would Seem Possible Absolutely to Establish Reader Interest in an Advertisement if Certain Rules Are Observed

By A. L. Townsend

HIS companions in the agency conference looked at him pityingly. What was this he was saying? It had the sound of heresy. He was asked to repeat the remark.

"I contend," said he, "that we can force people to read our advertisements. There is such a thing as skip-proof copy."

"By that you mean there is such a thing as an advertisement that demands attention?" suggested one of his companions; "an advertisement with a guaranteed audience?"

"Precisely. And the promise is a large order to fill when you consider the number of advertising pages there are in our current magazines."

"If you know the combination," someone laughingly rejoined, "there is no reason why you should not be a millionaire in a month. But we have to be shown. What is the big idea?"

"Headlines," was the rejoinder, "trick headlines. Now what I am going to tell you is not based on theory. I have been investigating and experimenting for a year. On trains, in common carriers everywhere, in clubs and homes. I have been a Peeping Tom for twelve months and a look-over-the-shoulder Sherlock Holmes. The results of this curiosity are interesting. I have quietly observed men and women rippling through magazines and newspapers. I think I know when they stop, why they stop and what peculiar psychology of typed merchandising literally forces them to read an advertisement, whether they are an immediate and receptive prospect or not."

"Let's have it," they all joined in.

"The headline or the first few

opening paragraphs of a piece of copy," continued the agency man; "a principle as old as Adam, is at the root of it. We all need to have our curiosity aroused, in a measure. Modern advertising is intended to educate us in the matter of buying things we have never bought before or switching over to a new brand, that might or might not be better.

"But there are many messages and a wonderfully diversified selection of any one product. Advertising is intended, of course, for people who are half sold—who begin by wanting something yet are undecided as to the kind or the brand or the price or the make. Then there is the larger audience, the market of those who must be taught how and what to buy.

"I make the statement without hesitation that more people would buy more things if they could only be persuaded thoroughly to digest the advertiser's story. It is because they do not know and do not understand that they fail to reach the dealer. A slow market on many lines is due, directly, to the fact that the advertising was never really read. We can sell them the goods if we can only persuade them, coax them, wheedle them, into reading the ad."

This was greeted by nods of approval.

WHAT IS THERE TO FORCE ATTENTION?

"It is not, nowadays, that advertising is poorly written or hastily put together. It is rapidly reaching an anti-climax of cleverness and excellence. It's improving so rapidly that even we who are engaged in its production open the magazines with infinite respect. But we are begin-

ning to encounter trouble in forcing our market to digest what we write and draw."

"Your art should make them stop, look and listen," suggested one man present.

"Once upon a time, yes. But see how much super-decoration we have. Never were so many illustrations used as now; never were they so fine! No, the psychology is deeper than that. My personal investigations show that moderately unusual 'teaser' headlines are the real secret. Yet the thing is very obvious, very elementary. A publisher of books told me that the title of a novel has much to do with its success. People select books with attractive, sentiment or curiosity-arousing titles. They read articles in magazines in the same way. Something about a certain group of words, starts reactive impulses. 'Guess I'll read that,' we say, as we thumb over a newspaper or magazine. The caption gets us, in almost equal proportion to the fame of the author.

"But back to my experiment. On my train, going home nights, I never took the same seat twice if I could avoid it. And I deliberately watched to see what people read. Nine times in ten, if it happened to be the advertising section, they were attracted and stopped by a headline that boiled down some big or vital or strange or surprising fact. It is so human to fall for it—so like all mankind and womankind. Curiosity—there's white magic in the very word. We never grow too old nor too prosaic, to be curious.

"Yet I do not find that this human weakness has been immoderately fed in advertising. Comparatively few campaigns make it the basis of consistent, month-after-month appeal. In our own work here, we fail to grasp the full significance of its power. And I wonder why.

"We are living in an age when people want to know. They are hungry for knowledge. Asking questions and having them answered is a popular fad just now.

"Arthur D. Little, Inc., came out with a page display that fits in with my argument exactly. The title was, 'Chemistry and Your Clothes.' I confess I wanted to read that text to see just what connection there was between chemistry and the suit I wear. And I did read it. I felt I would be learning something from the advertisement that I did not know before. See the Simmons Company display with its lead-off of 'Why Can't You Get Better Rest?' I claim that is a skip-proof headline. A great many people do not get the rest they should at night. And when you read on down and see what a difference there is in beds and in mattresses, you are not regretful at having been lured into three columns of type. The advertisement has delivered the goods. It has brought up a question that is of common interest.

TITLES THAT COMPEL FURTHER READING

"A Wurlitzer advertisement is captioned, 'If Paganini Were Alive To-day.' Arouses anyone's immediate interest. You experience a wild desire to see what follows. Every music lover will go further than the title, that's certain—and this is the Wurlitzer market. 'Redwoods and Your Milk Supply.' I myself saw a man on a suburban train feverishly run down through the message of that page. He could not imagine what redwood trees had to do with milk. That redwood makes a mighty fine silo for dairy farms is sufficient justification for the title. I admire these curiosity-teasers only when they are relevant—please get that point!

"The Automatic Electric Company, when it first introduced its private automatic exchange idea, gave over considerable space to a telephone, from the receiver of which 'Que hay' was issuing in bold letters. Every man in this room, I venture to say, read that advertisement, to know what it meant. And it was nothing more nor less than Cuba's bit of ver-

The National Character of Washington Nationalizes Advertising in THE WASHINGTON STAR

To view Washington simply as a local community, one of many, you are neglecting an influence which no other city in America can exert. A *national interest* which centers in the Nation's Capital; and a *national influence* which radiates from it, through its cosmopolitan population, into every big city and small hamlet throughout the length and breadth of this country.

You are really appealing to the nation when you address the Washington public.

Thus in a very literal sense advertising in the Washington Star is *national advertising*—judiciously begun; because The Star gives you not only the numerical strength of its overwhelming circulation; but the benefit of its wonderful prestige with merchants and public—earned by its consistent integrity as a newspaper.

We are ready to help nationalize any worthy product—but it must be worthy of the Star's columns. Then will it be stocked by the Washington Shops and bought by the people.

You need but *one* medium in Washington—that's The Star.

Interesting data pertaining to any specific line will be furnished by our Statistical Department.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct—or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

nacular, when she goes to the phone and calls, 'What it is?'

"Don't Throw Away the Price of a House," says the Southern Pine Association, and my wife, who wants to own one some day, digests every word of that advertisement. She learns over again that money paid out in rent is money gone forever. We both need the reminder, by the way.

"I have made up a list of some current advertising captions that give you an exact idea of the tremendous tug of the printed word when it is used to shrewd advantage. People will read them and will want to know more:

"The Words that Colorado swapped with Michigan."

"Who are the Joneses?"

"Four times around the earth on a quart of oil."

"Successor to the Ice Man and his tongs."

"Dynamite's Next Great Task?"

"It Takes Five Hours' Boiling to Can Bear Meat."

"When Fate and Fire Throw Dice."

"When the St. Paul Capsized."

"Photographing a Thirty-thousandth of a 'Click.'"

"How Long Does It Take You to Smoke a Cigar?"

"It Picks Your Pocket While You Look On."

"An Advertisement to Traveling Men Who Sell Shoes."

"Take that last title; it was supposed to be a direct message to shoe salesmen from the Good-year Tire & Rubber Company, but you know and I know that everyone will read it. Curiosity. Wearers of shoes will want to be let into the secret, whatever it is. And it was written with this dual purpose in mind, of course."

"But is that an ethical approach?" one of the party inquired. "Descending to an appeal to mere curiosity would seem rather beneath advertising's higher purpose and province."

"After you have done with all the fine phrases, and the idealistic small-talk," was the response, "curiosity is not a belittling human trait. All education is grounded in it. That's why we

progress. If we were not curious, we would never go far. I think the right kind of curiosity should be encouraged. When my kids fire a basket of 'Whys' at me, I do not lecture them about it. I answer the questions.

"The main thing is to force attention. And one way to do it is to arouse curiosity. Certain questions demand an answer. People can't rest until they know just a little more. It was necessary for me to read a series of advertisements on sewing machine motors to my wife, in order to make her clearly understand that she should have one and that it was stupid not to have one.

"Certain advertisements are not skipped. And if you analyze the reason of it, you get back to first principles of human nature and—the ingenious headline."

"Collier's" Ten Cents West of Mississippi

Beginning with the issue of May 31 the price of *Collier's* was raised to ten cents per copy west of the Mississippi River.

"*Collier's* did not advance its price on a zone basis at the time the first postal increase went into effect," says A. C. G. Hammesfahr, vice-president and general manager, "but, as there is no sign of relief in the near future and with another raise in rates July 1, it is necessary for us to make this move."

Winchester Arms Buys Pocket Knife Company

The Winchester Repeating Arms Company, New Haven, Conn., has purchased the Eagle Pocket Knife Company, Inc., of the same city. The Eagle company has specialized in popular-priced one- and two-blade steel handle knives.

New Export Publication

A new publication in the export field is the *Export News*, published by the New York Export News Co., Inc., New York. It is a monthly magazine, the second issue having just appeared. The paper is controlled by Harwood Palmer, who is also president of *Marine News*.

H. Cantlon Rejoins Baker Agency

Harry Cantlon has rejoined the staff of the Baker Advertising Agency, Toronto. He was formerly with McConnell & Fergusson, Limited, London, Ont.

Americanization

The Great
After-the-War Question

Americanization

THE outstanding piece of American after-the-war work will, unquestionably, be that of the intelligent Americanization of the foreign born. Every labor, social or economic problem finds its roots in this vital need of American life.

Sensing the great importance of this movement, the editors of THE LADIES' HOME JOURNAL have perfected arrangements to make this subject a part of its largest plans for notable and authoritative treatment.

A SERIES of articles, the material for which has been carefully collated for weeks, will be presented in THE LADIES' HOME JOURNAL.

*Under the Direct Editorship of
The Honorable Franklin K. Lane
Secretary of the Interior*

The articles will be written by Miss Esther Everett Lape, a trained Americanization expert, who will work in direct association with Mr. Fred C. Butler, Director of the United States Government's Bureau of Americanization.

The series will thus bear the stamp of care of preparation and of authority of presentation.

*The Editors of
The Ladies' Home Journal*

Philadelphia, June, 1919.



If You Could Choose Your Readers

If you could pick the readers of your ads, you would choose all prospects—men in whom you could create a desire for your merchandise—men who could all afford to buy your product.

All of the over 700,000 members of the Y. M. C. A. are prospects. They are men who buy all the necessities of life, and are eager for many of the luxuries.

You can reach this entire group through the columns of *Association Men*—the official organ of the Y. M. C. A. The advertisements are read and *they bring results.*

Write us for particulars



347 Madison Avenue, New York
Western Office: 19 S. LaSalle St., Chicago

P.S. Don't forget that the women read it, too. Association Men has developed into a real home magazine.

Good Fellowship Helps to Popularize a Well Known Brand of Cigar

How the United Cigar Stores Company Has Doubled the Sale of "Orlando Cigars" Through the Mystery Appeal of High-Signs

By Burnham McLeary

THE smoking public in America, which comprises nearly every carefree mortal in the land, has again shown itself responsive to good-fellowship in advertising copy.

Prince Albert and Ricoro were the pioneers. Now comes Orlando, puffing its way to popularity through the "Blue Haze of the Big Smoke Circle." Reports from the United Cigar Stores in Philadelphia are to the effect that more than half the Orlando customers are naming their "smoke" by means of a high-sign! New problem: to train one's clerks to respond to the language of the mystic order promptly and without batting an eyelash!

Once upon a time, in the writer's boyhood days, a secret order of "Buffaloes" was established. All one had to do to join was to be invited by some good fellow, pay over to him 37 cents (which he kept) and be initiated. He was then entitled to initiate others, they, too, paying the same modest initiation fee. According to best recollections, not a boy for miles around but what joined and took rare delight in passing the secret along to other neophytes, who, in turn, gladly lined up for membership, each with his 37 cents.

It is the same innate love of mystery, of secret high-signs, grips and pass-words, that is being capitalized in the Orlando campaign. The campaign at this writing is less than twelve weeks old, and yet the sales of this cigar—which have always been very substantial—have been more than doubled! When one remembers the length of time it took to establish some of the better-known secret fraternities, one may well be surprised at the quickness with

which the smoking public has assimilated these "high-signs of Orlando."

Needless to say, any advertising copy that can produce results such as these is not the sort of stuff that can be dashed off in a few glowing moments. It has to be built, and built with the utmost care—especially in view of the fact that practically one man out of every two is a member of some secret order, knows the sort of thing men do in their lodges or encampments, and will catch you instantly if a single note in your advertisement fails to ring true.

The story of this campaign, therefore, is largely a copy story and the fun of studying it is to observe how remarkably the spirit of the secret order has been caught and how cleverly it has been utilized to persuade men to "make a noise like a small coin and give the pass-word—'Orlando!'"

THE TASK OF THE ADVERTISING

With cigars, of course, as with many another product, the real stunt is to get a man to "try one." That is all that any advertising can do; the cigar, if you please, must do the rest. When, therefore, the product can be invested in an atmosphere of mystery and can at the same time be tied up to the purchaser with those most powerful of bonds, the bonds of good-fellowship, the battle—so far as advertising can fight it—is pretty largely won.

The challenge was to produce a success that would equal "Ricoro." The challenge was accepted—with the proviso, however, that practically all the appropriation for a year's campaign be available for use over a period of twelve weeks. It could be done in twelve weeks,

the advertiser was told, if it could be done at all.

And so, early in April, appeared the first of the series of twenty-four advertisements entitled the "High Signs of Orlando." Each advertisement shows a smoker giving a different high-sign—twenty-four in all. Moreover, each advertisement features a dif-



The High Signs of Orlando

Only those who are deep in the inner life of the Order of Orlando use this sign—the Sign of the *Wager Bar*. He intends—a friendly challenge to anybody to name a better cigar than Orlando. This "old bird" has seen brands come and go—he knows it can't be done.

Approach him boldly, friend—he'll see you in an instant. Follow him to the Scarlet Temple where the Brothers meet—you'll know it by the sign United. To the Custodian of the Counter whither one word.

Orlando

The Sign of a Good Cigar

If you are looking for a real cigar of character you'll find it in Orlando. If you are looking for a big cigar or a small cigar or a new-priced cigar, Orlando will answer your every wish.

Some say it's the mildness of Orlando—others say it's the fine bouquet. Quality is the answer at many. All are right, and yet—well, try an Orlando and learn the secret yourself.



Patented Nov. 15, 1904, at St. Louis, Mo. U. S. P. O.

Orlando comes in six sizes—No. 1 to No. 6. Little Orlando is the most popular. It is a fine grade of tobacco without equal—the most of high quality at low prices.

Orlando is sold only in United Cigar Stores—Thank you!

UNITED CIGAR STORES

GOOD-NATURED COPY LIKE THIS ATTRACTS CIGAR SMOKERS

ferent type of smoker, each the living image of one of the original hail-fellows-well-met.

"Steady!" warns the Captain of Industry, right hand lifted as a time-honored high-sign to stop, and with a smile and a look about the eye as of wisdom gained from long experience; "Steady!" says he, "and pay attention, brother. Here's the sign of the *High Mitt*. You just can't overlook this one. Anyway you look at it it means Stop!

"Here's the first degree in the Order of Orlando. It teaches you to stop smoking promiscuously—stop spoiling a good tobacco taste and ruining your nerves without reason.

"Stop and revel in the Wholly Right—get the touch of the Supreme Tobacchus in your blood. Stop and learn the secret of Orlando—a cigar of the highest order."

One of the most effective advertisements in the series was timed to appear in New York papers the week that the 27th Division returned from France and marched up Fifth Avenue in the most enthusiastic triumph New York has ever known. This piece of copy shows the soldier back in "civies," hand at the brim of his hat, and in the act of giving a remarkably genial salute. The Orlando between his teeth is tilted at a jaunty angle.

"Attention, brother, attention! Our ex-military friend, who has just joined the Order of Orlando, gives you the sign of merit—he salutes Orlando—the superior smoke.

"He salutes—like millions of brother smokers—the rich mellow bouquet of Orlando Cigars.

"He salutes—like millions of brother economists—the remarkable value of Orlando Cigars.

"The Order of Orlando is the Brotherhood of Equality. No man is your superior—but when you get your first Orlando and inhale your first puff—well, you just naturally want to salute the superior quality of Orlando."

But it must not be thought that those who learned to smoke two generations ago and whose taste in cigars is *ne plus ultra* or *sine qua non*, whichever you like, are neglected. On the contrary, the youngest member of the order is an octogenarian with only two teeth, but those teeth, thank Providence, bite a fresh Orlando! His is a note of regret that he missed this smoke for so many years.

In another ad, an ancient and bearded comrade with a piercing gaze and a glint in his eye, is giving High-Sign No. 11. Hand

shading eyes, it's the *sign of the Long Look*.

"It means the search is ended. The secret is revealed. He's found it—the perfect smoke. And now he looks no more. He has joined the Order of Orlando."

The O in Orlando, by the way, is no ordinary O. It is decorative and symbolic—and in keeping with the language of mystery. For years an American spread-eagle, each claw gripping an arrow, had been hiding in the Orlando cigar band. When the present campaign was decided upon, this eagle was captured, transferred to the center of the initial letter and set eagerly to work in the furtherance of the "Order."

An interesting sidelight on the way in which these high-signs came into being is the fact that not even the men charged with their invention thought it possible, at first, to develop more than twelve and have them really effective. These created, however, it was thought that possibly four more could be thought up, and the first eight then repeated. An idea for a seventeenth decided them to carry the series through and establish twenty-four high-signs or grips, all different.

While, as has been suggested, the copy reads as if it came spontaneously, the truth is that even after a piece of copy seemed entirely right it was often kept in the office a week or more just so it could "age" and the peculiar symbolism of the mystic order could be corroborated. One thing was zealously studied. The inflexible test was that each piece of copy should have in it enough real humor to provoke a smile. Only in this way was it possible to surround the cigar with the atmosphere that would popularize it with the vast majority of men who live and thrive on good-fellowship.

While a great deal of attention has always been paid to the training of the store managers and clerks in the United Cigar Stores, it has been particularly important in this campaign to have the clerks so thoroughly coached with

regard to the high-signs that they would promptly respond when a customer gave the wig-wag. Accordingly three letters were sent out at intervals of ten days, each carrying in the lower right-hand corner a picture of one of the "members" giving a high-sign. The following is typical of the message they carried:

"Dear Mr. Store Manager:

"Who Discovered Ricoro?" was unquestionably the liveliest, most progressive idea ever put back of selling a cigar, and some people said it was so good that it was merely an accident. In fact the company challenged us to produce an idea for Orlando Cigars that would be half as good. When we tell you that the campaign back of Orlando is even better than the Ricoro campaign, you can look forward to a record-breaking demand for Orlando.

"But, good as this advertising is, your co-operation is vital for the real success of the campaign. It is up to you and your fellow workers to cash in on the live ideas presented in this advertising—on the good-fellowship we dwell on, and the appeal to the universal sense of humor.

"In calling Orlando the 'sign of a good cigar' and in introducing into the advertisements signs and signals of various kinds, we are cashing in on the universal language of signs. To the millions of men who belong to secret orders and societies in which secret signals play an important part, the appeal is a live, straight-hitting one. But it is a wider appeal than that, for it is appreciated by everybody. The signal of the traffic policeman, the salute of the soldier, the signal you give the motor-man—all these are the language of signs.

"We have created the Order of Orlando. All men who smoke Orlando Cigars are members of the order. We have originated our own signals, but, unlike the signals of the secret societies, we divulge our high-signs so that all may use them.

"The initiation is very simple. The man hands you his money for an Orlando Cigar. You pass him the cigar. Automatically he becomes a member of the Order of Orlando. You and every other salesman in the country are on the membership committee.

"Get wise to the signals! Be prepared to have them sprung on you by humorous-minded customers. Get into the spirit of the advertising and help to gather for Orlando the greatest number of followers that were ever behind any cigar.

"The co-operation of every member of the organization from the president down will be yours.

"Yours for progress."

Incidentally, the campaign has proved that a cigar can be sold by good-fellowship copy, whether that cigar be Havana or domestic.

As a matter of fact, that's one of the secrets of the campaign. Hardly a man, except those who make the cigar and a few of the exalted sachems who write the copy, knows the kind of tobacco that goes into its composition. "What difference?" they ask. "You either like it or you don't, and if you like it you're going to buy it and smoke it, regardless of its botanical standing!"

The advertising copy from which the foregoing excerpts have been quoted is appearing in the newspapers in cities or towns having three or more United Cigar Stores, and is also being inserted in a number of the periodicals. The campaign is handled by the Federal Advertising Agency. During the first week of the campaign arrangements were also made for solid window displays, but the cigar "went over" so big that this plan has been modified to permit the factories to catch up with their quotas.

Certainly the fact that "Orlando" has been made the pass-word for a new secret order, and that it has been surrounded by all the mysteries of the secret fraternity, its high-signs, grips and passwords, is responsible for the phenomenal sales increase which has resulted from this new drive on the part of the United Cigar Stores Company. There is only one trouble. So thoroughly have these people pre-empted the mystery of the secret order as a key-note for advertising copy that other manufacturers will have to wait perhaps until the next generation of smokers lights up before it will be safe for them to adopt it!

Offers Vigilance Committee Service to South America

THE Pan-American Commercial Congress, in session at Washington last week, had as one of its speakers, Herbert S. Houston, of Doubleday Page & Co., who took as his subject "Pan-American Journalism as the Torch of

Progress." He considered the three-fold power of the press to give light through news, opinion and advertising. In discussing advertising, Mr. Houston suggested the good that would result if both the North and South American continents were represented in the councils of the A. A. C. of W. convention next fall.

"For one thing," he said, "the journalists of Latin America will learn how seriously the publishers and business men in this country look upon advertising and how jealously they guard its good name. In this connection it would increase both friendship and trade between the continents if the few export manufacturers in the United States who are careless both of their country's reputation and their own, should be made known to publishers so that they might be denied advertising space in which they could offer their goods for sale.

"As a publisher I believe I can speak for North American publishers in saying that we would not knowingly accept an announcement from an advertiser, who failed to deal fairly with his customers or whose goods were not as advertised. And I have been commissioned by President D'Arcy, of the Associated Advertising Clubs of the World to say, here and now, that the Vigilance Committee of the Clubs will immediately investigate, without charge, any responsible complaint, either of unreliable advertising or of unfair trade dealing, brought against a North American exporter.

"The great body of exporters in the United States is made up of men and companies of the highest character and the Associated Advertising Clubs are organized to protect both them and the buyers of American goods against the sharp practice of the dishonest few."

The *Republican-Herald* and *Independent*, of Winona, Minn., have combined as the *Republican-Herald*. The paper will be represented in the West by the C. J. Anderson Special Agency, Chicago, and in the East by Ralph E. Mcligan, New York.

The New York American

announces that

MR. E. L. CLIFFORD

for the past seven years Advertising
Manager of the Minneapolis
Journal, has been appointed
Business Manager of

New York American

FARM EQUIPMENT COPY

is mailed to any agency copy man at his request. The
big idea is simply to establish a clearing house for
farm equipment copy ideas.

WAYNE and PLEASANT STS.
ST. JOSEPH, MICHIGAN

**FARM
EQUIPMENT
COPY**



For the Agency Copy Man Only

June 7, 1919

Vol. I, No. 1

Halftones or Zincs? See Page 4.

Individual Service

We may be able to decide a point it would take you hours of studying to determine.

If you read every one of these little "F E C's" for a year, and had I the genius to cover only those vital points in farm copy in which you are interested, still at the end of that time we would not have covered all the ground. Far from it.

And maybe today or next week you will run into a new kind of account or a new slant on one of your present accounts, and get into deep water. It might take you hours of studying and a trip to the Pub. to find what you wanted, and then you couldn't be sure. You want quick action.

These folks will be mighty glad to study your idea, plan or illustration and give you their opinions for what they may be worth. Always you'll get an answer promptly, and of course it will be confidential and will incur no obligation of any kind.

Raymond Olney

Cornell M.E., President American Society of Agricultural Engineers. Farmer, graduate engineer, experimental farm and shops Hart-Parr Co.; Advance-Rumely Co., advertising department, editor Farm Engineering; now editor Power Farming.

W. B. Jones

College man with a "bug" for the mechanical. Worked for a year and a half in a garage, then put his knowledge to use in power farming. Prior to April 1st, was instructor in tractor short course at the University of Illinois. Now associate editor Power Farming.

H. D. Allen

Can't say much for myself except that I've lived and dreamed and talked tractors since 1914. Started with the Implement & Tractor Trade Journal of Kansas City, then managed Chilton's early tractor investigations; then came here. Think I've been in every tractor factory east of the Rockies.

Besides these, we have a "consulting board" of representative dealers and farmers who steer us whenever we get lost. We've got 'em trained to answer back quick, and they help us to keep both feet on the ground.

Knowing you're right helps to keep the account sold

**FARM
EQUIPMENT
COPY**

Page Seven

For CATALOGS

an extremely light weight paper that reduces mailing costs and increases printing results.

FEATHERCOAT

The Super-light enameled book paper

In two weights, 46 and 37 lbs. on 25 x 38 basis.

Printers who fight shy of light weight papers, are delighted with Feathercoat.

Its responsive surface enables them to bring out all there is in the type and halftones.

Publishers and printers of catalogs should be sure to have us submit a dummy.

Please communicate with nearest branch.

BERMINGHAM & PROSSER CO.

Dependable Printing Papers for Every Purpose

KALAMAZOO

CHICAGO

NEW YORK

Behind the Scenes in Timely Advertising

How One Advertiser Prepared for an Opportunity

TIMELY copy appears very often, also articles on timely copy. During the war, Secretary McAdoo's advice—"Stop Waste, Wear Patched Clothes"—was featured by a local cleaner and dyer. At the time of a big milk strike, Aunt Jemima's Pancake Flour advertised in the newspapers that no milk was needed to prepare pancakes if Aunt Jemima's flour were used.

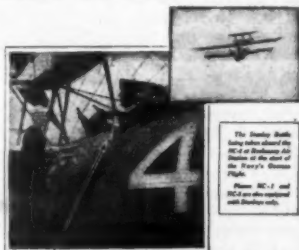
The General Electric Company advised its dealers some time ago to send out a certain letter prepared beforehand to its customers when the thermometer touched a certain point. Window trims were also prepared for the same occasion, and dealers were advised to keep in close touch with the weather man. It was pretty well known beforehand, however, in this latter case that the thermometer would reach that point sometime during the summer, so that the element of uncertainty was somewhat eliminated.

In the case of the recent advertising of the Stanley Vacuum Bottle, which appeared in daily papers the day after the NC-4 reached the Azores, timeliness was linked up with uncertainty. In other words, a great deal of preparation was entered into and a great deal of hard work was done on the supposition that something would take place in the future.

The writer remembers a case back in his college days when he persuaded the White Rock Company to furnish two carloads of White Rock Water for use by the Princeton baseball team on their spring training tour. The cars followed the team all over the South. The water was used exclusively at the training table, and when the Princeton team won the forthcoming championship the copy was to be featured contemporaneously.

But the Princeton team didn't win the championship that year!

The Royal Tailors a few years ago also just missed out on a timely piece of copy. At the time of the World's Series, an advertisement in weekly magazines showed Connie Mack of the Athletics talking animatedly to John McGraw of the Giants, both com-



The Stanley Bottle, being taken aboard the NC-4 at Washington, the day after the start of the World's Series flight.

Plane NC-4 and NC-5 are also equipped with Stanley only.

Used on the overseas flights

the new vacuum bottle that will not break



The Stanley Vacuum Bottle chosen and used exclusively by all United States Navy and English planes in the transatlantic flight. Made of steel, it will not break.

They are built to stand up under the most severe conditions. The tank and the bottle are actually a single piece. The glass is blown in the factory, the bottle is blown in the factory, the bottle is blown in the factory.

The Stanley Vacuum Bottle is made of steel and is built to stand up under the most severe conditions.

All the fleet, both American and English, in the flight across the Atlantic Ocean took with them an estimate of the new vacuum bottle made of steel.

This bottle for testing flight has been used by the fleet across the Atlantic Ocean. It is built to stand up under the most severe conditions.

There is a vacuum seal on the glass. The bottle is built to stand up under the most severe conditions.

The Stanley Vacuum Bottle is built to stand up under the most severe conditions.

The Stanley Vacuum Bottle is built to stand up under the most severe conditions.

STANLEY
VACUUM BOTTLE
STANLEY VACUUM BOTTLE CO.
NEW YORK, N. Y.

THIS COPY WAS ALL READY WAITING FOR THE NC-4 TO ARRIVE AT THE AZORES

pletely and beautifully clad in Royal tailored garments. The only unfortunate thing about it was that the Giants didn't come across that year and so didn't figure in the World's Series.

The Stanley Vacuum Bottle Company, however, got its copy ready long beforehand and won out when the NC-4 made good.

Lieut. K. H. Clapp was a naval aviator during the war. He flew a bomber for some time on the other side. On his flights, he used the Stanley Bottle, the biggest selling point of which is that it will not break, as it is made completely of steel. He came back and got a job with the Stanley Insulating Company. He was naturally very much interested in the pending flight of the NC-4, and long before the date set for the original start from Rockaway, he was on the job with a Stanley Bottle and had himself photographed, handing one to the pilot. He also of course gave one to the NC-3 and the NC-1.

Knowing that Raynham and Hawker were both up at St. Johns preparing for a trans-Atlantic flight, he took a trip up there also—a long hard trip which took several weeks. He gave both these pilots a bottle, had himself photographed and received letters from them after twenty-four hour tests of the bottle had been made. Copy was prepared, cuts made and everything in readiness waiting for the date of arrival across seas. Time after time false starts were made, bad luck was experienced, but finally the naval planes got away with a flying start and a whirlwind finish by the NC-4, which is now a matter of history.

On the same day that the advertisement shown herewith appeared in the daily papers, such retailers as Martin & Martin and Lord & Taylor in New York City had a complete window display showing the Stanley bottle and reproductions of the letters of Hawker and Raynham as attention-getters on either side of the display. Crowds in front of the windows of these retail establishments proved the fact that the public like timeliness in copy and is interested when they see a man put it over.

If genius is the infinite capacity for taking pains, timeliness in copy when the element of uncertainty is present must also be a form of genius. It certainly requires the capacity for taking pains.

Advertising Inseparable from Business

Advertising made possible the great accomplishments of this country in the recent war, said Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, in addressing the advertising council of the Chicago Association of Commerce last week.

"We realize as never before," he said, "that advertising is limited only by the limitations of human nature; that its laws can no more be codified than can those of human nature; that every new discovery about human nature furnishes a new factor in advertising; that all our vaunted accumulation of advertising knowledge is only fragmentary, incomplete, disjointed, and defies definition in concrete, precise, axiomatic terms, even as our knowledge of human nature."

"It is well that we understand these fundamental facts; that we comprehend how ideas have changed the world over; that we sense and study the new human environment which exists to-day and which transcends academic formulas or doctrinaire notions. For there is a greater need to-day than ever in the past for scientific knowledge of commerce, distribution, trade conditions, finance, economics, psychology and art—in brief, all human knowledge—in the advertising profession."

SHOULD A WOMAN SMOKE?

We don't know—or we can't say.
But we know that many of New York's
charming women do indulge. And we
know that we can supply the needs of
those who do.

Everything for the man or woman who
has a warm spot in his or her heart
for a cool smoke.

Try us for your favorite smoke!

IS THIS GOOD ADVERTISING?

Boston Export Paper to Be a Monthly

El Reporter Latino-Americano, now published bi-monthly by the Shoe and Leather Reporter Company, Boston, will be issued monthly, beginning with the July number.

"Amerikorn" to Be Advertised by Erwin & Wasey

The Krause Milling Company, of Milwaukee, has appointed the Erwin & Wasey Company, of Chicago, to advertise its product, "Amerikorn."



A Worthwhile Market

THE only way to thoroughly cover the South Bend territory, a balanced and growing market of 155,000 factory workers and farm families, is by using the newspaper publishing morning and evening editions.

The South Bend market is expanding rapidly. The Studebaker Corporation is spending millions in building new plants. Oliver Chilled Plow will spend millions in additions. Other nationally known South Bend manufacturers are increasing their capacity. Thousands of additional workers are pouring in. Farmers in this territory are as prosperous as anywhere.

Experience with "The News," a morning paper, convinced us that "working people" preferred an evening paper. "The Times" found that business men and farmers wanted a morning paper. The two were combined in THE NEWS-TIMES, which thoroughly covers the market, morning, evening and Sunday. Duplication is so small as to be negligible.

The NEWS-TIMES maintains a service department which co-operates fully with advertisers.

THE SOUTH BEND NEWS - TIMES

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago, New York, Detroit, Atlanta, Kansas City

Merging Apple and Citrus Properties

Corporation Has for Its Chief Object the Protection of Growers from Hazards of Frost, Poor Crops, Etc. — Fluctuation from Year to Year Renders Income Tax Law a Peril

J. S. CRUTCHFIELD, of the Pittsburgh commission house of Crutchfield & Woolfolk, announced in Los Angeles recently the organization of the American Fruit Growers, Incorporated, with a capitalization of one hundred million dollars.

The purpose of this organization as explained by Mr. Crutchfield in interviews published in trade papers and newspapers, is to merge vast vegetable and fruit producing properties, including citrus, throughout the United States so that the hazards of poor crops, frost damage, droughts, etc., may be divided and equalized. In other words, the plan is that in case the apple crop is a failure the apple grower shall share in the prosperity of the citrus fruit grower, and *vice versa*.

Another announced purpose of the great merger is to overcome the possible inequalities and hardships imposed under the income tax law. On this subject, Mr. Crutchfield is quoted as follows:

"This step became absolutely imperative when the workings of the income tax law provision on large operating properties in perishable products became understood. Owing to the violent fluctuations in production of these perishables the whole financial basis of the industry became paralyzed by the operations of the income tax law. There must of necessity in our social scheme always be several of the large commercial organizations in every producing district to maintain the balance between the coming and going of smaller and individual orchard operations. In years of ruination by frost those large en-

terprises are put to unusual expense in extra pruning of frosted parts of trees, rehabilitation of the trees by several seasons of extra fertilization, and none of these expenses of the lean years can be written off against the good income of the better season when it arrives. The year of big income on big orchard properties must be divided almost in half with the Government under the income tax and its surcharges without deductions for the year or series of years that were required to restore from a frost disaster.

"Realizing this the banking interests of the country have become more fearful of properties producing perishables than ever. Loans to carry fruit or vegetable producers over years of complete loss are almost impossible to obtain because the extra profits of the good season to follow will have to be practically divided with the Government.

"In years that oranges are a failure apples sell for nearly double the usual price. The American Fruit Growers, Incorporated, owning and operating its properties in all sections will be able to gain an average ratio of maintenance by writing the losses of any single season off against the extra profits created by that loss."

The Chase properties at Corona have gone into this new company and it is reported that some substantial citrus holdings in Florida, as well as apple interests in the North have entered this merger.—"Sunkist Courier."

McJunkin Secures Furniture Account

The Wm. D. McJunkin Advertising Company, Chicago, has added the account of the Seing Company, in that city, manufacturer of furniture hardware. Copy will be placed in national mediums beginning in September.

Marathon Tire & Rubber Co. Appoints Agent

The Marathon Tire & Rubber Company, Cuyahoga Falls, Ohio, has placed its advertising account with Lloyd W. Young, advertising agent, of Cleveland.

In the August issue (forms for which were recently closed) PICTORIAL REVIEW broke all advertising records—The gain over August, 1918, being

104 $\frac{1}{2}$ %

Every month this year PICTORIAL REVIEW has made the largest advertising gains ever recorded by a Woman's Magazine.

Gene Beers

Advertising Director



Merchandise First and Advertise Second, Or Do Not Advertise

The seed ready for the sowing; the ground not yet prepared.

That describes many a foreign advertising campaign "ready to break" in New York City.

"Time has run too swiftly. 'Our season' is upon us. We have decided upon a plan of attack, mediums have been chosen, and good copy is ready for release.

"But it took longer to get ready than we anticipated. We have not had time to canvass the trade. A few big stores only have been adequately 'sold.' The window displays talked of when first the campaign was proposed, have not been secured.

"We have not even called on the thousands of little dealers upon whose co-operation we must depend for a fair return on our investment. Our salesmen can not get to all of them until the advertising is at least half over.

"We regret this; but it is the ninth hour. The advertising is ready. We must hope for the best."

IN THE NAME OF ADVERTISING—do not let it come to pass that you need ever resort to such lame excuses to defend a New York Advertising campaign.

If the war taught us anything, it was the lesson of preparedness.

If in doubt whether you are prepared for an assault upon the New York market, will you not consult us? Ask us, while there is time, what you need to do to take the New York retailer sufficiently into your confidence to secure co-operation. Merchandise as well as Advertise with concentration, adequately. "The World Plan" will help you to do it economically.

Try advertising in newspapers by the year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT
Mallers Bldg., Chicago Pulitzer Bldg., New York Ford Bldg., Detroit

The Evening World

Postal Zone Law Compels Newspapers to Raise Subscription Rates

List of Newspapers That Have Announced Changes—Different Ways of Collecting Penalty Postage

EVERY day brings the announcement of newspapers and periodicals that have adopted the zone system, or some modification of it, in their subscription departments. Charles Johnson Post, director of the Publishers' Advisory Board, has compiled a list of newspapers that have increased their rates, to conform with the added postal charges that become effective July 1.

It will be noted in the list, reprinted below, that some papers have raised the subscription price outside of their own States; others make exception in the case of adjoining States; the two-, three- and four-zone basis has been adopted in certain cases, while in a few instances, the complete zone arrangement has been made.

The list follows:

BY STATES:

Bangor, Maine, <i>Daily Commercial</i>	
In Maine	\$5.00
Elsewhere	6.00
Burlington, Iowa, <i>Hawk-Eye</i>	
In Iowa, Illinois and Missouri	\$3.00
Elsewhere	3.50
Dallas, Texas, <i>Evening Journal</i>	
In Texas and Oklahoma	\$4.00
Elsewhere	6.00
Danville, Illinois, <i>News</i>	
In Illinois and Indiana	\$4.00
Elsewhere	7.50
Des Moines, Iowa, <i>Capital</i>	
In Iowa	\$5.00
Elsewhere	6.00
Dubuque, Iowa, <i>Telegram-Herald</i>	
In Iowa, Illinois, Wisconsin and Minnesota	\$3.00
Elsewhere	6.00
Duluth, Minnesota, <i>Herald</i>	
In Minnesota, Wisconsin, North Dakota and Northern Michigan	\$4.00
Elsewhere	6.50
Ft. Worth, Texas, <i>Star-Telegram</i>	
In Texas and Oklahoma	\$ 9.00
Other States	\$11.00 to 12.00
Nashville, Tenn., <i>Tennessean</i>	
In Tennessee, Kentucky and Alabama	\$ 7.50
Elsewhere	10.00
Omaha, Nebraska, <i>Bee</i>	
In Nebraska	\$4.50
To New York	5.20
St. Paul, Minn., <i>Daily News</i>	
In Minnesota, Iowa, North and South Dakota and Northern Michigan	\$4.00
Elsewhere	5.00

TWO-ZONE BASIS:

Aurora, Illinois, <i>Beacon-News</i>	
Zones 1 and 2	\$4.00
Elsewhere	5.00
Boston, Massachusetts, <i>Daily Globe</i>	
Zones 1, 2 and 3 (after July 1, 1919)	\$7.20
Elsewhere (after July 1, 1919)	9.60
Buffalo, New York, <i>Courier</i>	
Zones 1 to 6	\$6.00
Zones 7 to 8	8.00
Ft. Wayne, Indiana, <i>New and Sentinel</i>	
Zones 1 and 2	\$4.00
Elsewhere	5.00
Jamestown, New York, <i>Journal</i>	
East of Mississippi River and north of southern boundary of Virginia and Kentucky	\$4.00
Elsewhere	5.00
Joplin, Missouri, <i>Globe</i>	
Zones 1 and 2	\$5.00
Elsewhere	6.00
Joplin, Missouri, <i>News-Herald</i>	
Zones 1 and 2	\$7.50
Elsewhere	8.50
Kansas City, Missouri, <i>Journal</i>	
Zones 1, 2 and 3	\$3.00
Elsewhere	4.00
Manchester, N. H., <i>Daily Mirror</i>	
Zones 1 and 2	\$5.00
Elsewhere	6.00
Manchester, N. H., <i>Union</i>	
Zones 1 and 2	\$5.00
Elsewhere	6.00
Marion, Ohio, <i>Daily Star</i>	
Marion and adjoining counties	\$4.00
Elsewhere	5.00
Muskegon, Michigan, <i>Chronicle</i>	
Zones 1 and 2	\$4.00
Elsewhere	6.00
Newburgh, New York, <i>Daily News</i>	
Zones 1 and 2	\$6.00
Elsewhere	7.80
Omaha, Nebraska, <i>Daily News</i>	
Zones 1 to 4	\$4.00
Higher rates elsewhere, quoted on request	
Rochester, New York, <i>Democrat and Chronicle</i>	
Zones 1 to 4	\$4.20
Elsewhere	5.20
Savannah, Ga., <i>Morning News</i>	
Zones 1 to 3	\$9.00
Elsewhere	10.00
South Bend, Ind., <i>News-Times</i>	
Zones 1 and 2	\$4.00
Elsewhere	5.00
Youngstown, Ohio, <i>Telegram</i>	
Adjoining counties	\$4.00
Elsewhere	5.00

THREE-ZONE BASIS:

Los Angeles, California, <i>Times</i>	
Zones 1 to 4	\$8.50
Zone 5	9.50
Zones 6 to 8	10.50
Springfield, Missouri, <i>Leader</i>	
Zones 1 and 2	\$4.00

Zones 3, 4 and 5.....	\$5.00
Zones 6, 7 and 8.....	6.00
Minneapolis, Minnesota, <i>Journal</i>	
First Zone (within 50 miles of Minnesota)	\$4.50
kotas, Iowa, Wisconsin and Zone), North and South Da- kotas, Iowa, Wisconsin and Northern Michigan	5.00
All other points in U. S.	6.00

FOUR-ZONE BASIS:

Allentown, Penn., <i>Morning Call</i>	
Zones 1 and 2.....	\$5.00
Zone 3.....	6.00
Zones 4, 5 and 6.....	6.50
Zones 7 and 8.....	7.00
Alliance, Ohio, <i>Review</i>	
Zones 1 and 2.....	\$3.00
Zone 3.....	4.00
Zones 4 to 7.....	5.00
Zone 8.....	6.00
Louisville, Kentucky, <i>Evening Post</i> ...	
Kentucky and Zones 1 and 2...	\$5.00
Zones 3 and 4.....	5.25
Zones 5 and 6.....	5.50
Zones 7 and 8.....	5.75
Louisville, Ky., <i>Courier-Journal</i>	
Kentucky and Zones 1 and 2...	\$5.00
Zones 3 and 4.....	\$5.25
Zones 5 and 6.....	5.50
Zones 7 and 8.....	5.75
Louisville, Kentucky, <i>Times</i>	
Kentucky and Zones 1 and 2...	\$5.00
Zones 3 and 4.....	\$5.25
Zones 5 and 6.....	5.50
Zones 7 and 8.....	5.75
San Antonio, Texas, <i>Express</i>	
Zones 1 and 2.....	\$8.50
Zones 3 and 4.....	9.00
Zones 5 and 6.....	9.50
Zones 7 and 8.....	10.50

COMPLETE ZONE BASIS:

Ansonia, Conn., <i>Evening Sentinel</i>	
By Mail.....	\$6.00
Additional charge for postage in distant zones on application.	
Cleveland, Ohio, <i>Plain Dealer</i>	
Zones 1 and 2.....	\$6.00
Zone 3.....	6.13
Zone 4.....	6.39
Zone 5.....	6.52
Zone 6.....	6.65
Zone 7.....	6.90
Zone 8.....	7.03
Indianapolis, Indiana, <i>News</i>	
Zones 1 and 2.....	\$5.00
Zone 3.....	5.50
Zone 4.....	6.00
Zone 5.....	6.50
Zone 6.....	7.00
Zone 7.....	7.50
Zone 8.....	8.00
Indianapolis, Indiana, <i>Star</i>	
Zones 1 and 2.....	\$4.00
Higher rates in other zones on application.	
New Orleans, La., <i>Times-Picayune</i>	
Zones 1 and 2.....	\$7.50
Additional postage in compliance with postal zone law quoted on application.	
Rochester, New York, <i>Times-Union</i>	
Zones 1 and 2.....	\$ 5.00
Zone 3.....	6.60
Zone 4.....	7.80
Zone 5.....	8.40
Zone 6.....	9.00

Zone 7.....	\$10.20
Zone 8.....	10.80
Superior, Wisconsin, <i>Telegram</i>	
Zones 1 and 2.....	\$4.00
Higher rates in other zones quoted on application.	

Officers of Penn Poster Association

E. C. Ryder, of Pittsburgh, was elected president of the Pennsylvania Poster Advertising Association last week in session at Reading. The other officers chosen were: Vice-president, Max Ludwig, New Castle; secretary, Tom Nokes, Johnstown; treasurer, Charles M. Vanderslice, Pottstown. Executive Committee: James Reardon, Scranton; Charles Yecker, Lancaster; Eugene H. Bryan, Chester; Frank R. Holmes, Kane; Albert P. Way, DuBois.

"Build Now" Campaign in Worcester

A "Build Now" campaign prepared by the Worcester, Mass., *Telegram*, is now under way in that city. According to present plans, at least twenty full-page advertisements will be run, the space being subscribed for by various business interests. A news page is run opposite the ad chronicling the latest developments in the building field. The local chamber of commerce has organized a housing corporation to co-operate with the movement.

T. R. Smith with New York "Times"

T. R. Smith has joined the New York *Times* as business manager of "Current History Magazine" and "The Mid-West Pictorial."

Mr. Smith was formerly circulation manager of *McClure's Magazine*, and *Good Housekeeping*, New York publications.

J. F. Stevens with Randall

J. F. Stevens, for the last three years advertising director of the American Lady Corset Company, Detroit, and previous to that director of sales promotion and educational research for The H. Black Co., Cleveland, is now associated with the Fred M. Randall Company, advertising agency of Detroit, as copy director.

Advertising "Made in Canada" Paper

The Canadian Pulp and Paper Association is running a campaign to popularize "Made in Canada" paper. Special emphasis is put on bond papers and readers are urged to send for a booklet, "Some Facts About the Pulp and Paper Industry of Canada."

10.20
10.80
\$4.00

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Copyright by Pirie McDonald

"The more I see of the Czar, the Kaiser, and the Mikado, the better I am content with democracy."

—Theodore Roosevelt.

HE was President when he wrote that on June 16, 1905, in a letter to Senator Lodge—one of the 150,000 letters "which *are* his talk" and which he wrote from the White House.

It was when he was in the throes of trying to bring Russia and Japan together—the attempts that ended in triumph and brought him the Nobel Peace Prize.

Never was there such a collection of letters. And never have its secrets been revealed until now. Joseph Bucklin Bishop has compiled


"Theodore Roosevelt and His Time"

Shown in His Own Letters

Starting in the September
SCRIBNER'S
MAGAZINE

Advertising forms close July 30

One of The Quality Group



**BOY
SCOUT
WEEK**
June 8th to 14th

CAMPAIGN FOR ONE MILLION
ASSOCIATE (ADULT) MEMBERS


Boost
!

BE A GOOD SCOUT

Reproduced here are the cards for the campaign for one million associate adult members, street cars from coast to coast, and posters.

The cards were prepared by the Supreme Council of the Boy Scouts of America, West, Chief Scout Executive, and Frank R. Wilson, Public Director for the Treasury Department, Washington.

These designs were adapted for posters, and window displays.



BY PRESIDENTIAL
PROCLAMATION
**BOY SCOUT
WEEK**
June 8th to 14th
Join!

CAMPAIGN
FOR 1,000,000
ASSOCIATE
(ADULT)
MEMBERS

NOW LET
YOUR HEART
GO OUT TO
AMERICA'S
BOYHOOD
!

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**BOY
SCOUT
WEEK**

June 8th to 14th

**BE A
GOOD
SCOUT
YOURSELF**

!



**BOY SCOUT
WEEK**

BY PRESIDENTIAL
PROCLAMATION

JUNE 8th to 14th

CAMPAIGN FOR ONE MILLION
ASSOCIATE (ADULT) MEMBERS

SCOUT YOURSELF!

the cards now displayed in the
st, boosting the Boy Scout
million adult members.

under the supervision of James E.
the Boy Scouts of America,
Public Director of the Liberty Loans
Washington, D. C.

adapted posters, half sheets, bus signs

**BOY SCOUT
WEEK**

June 8th to 14th

CAMPAIGN
FOR ONE MILLION
ASSOCIATE
(ADULT)
MEMBERS



"In the name of
America's best Boy-
hood I beg American
Manhood and Woman
hood to help"

W. L. Wood

**BOY SCOUT
WEEK**

June 8th to 14th

Records that Convince

27%
GAIN
1918

Last year, 1918, MUNSEY'S MAGAZINE made the remarkable record of a 27% gain in advertising.

This gain was remarkable in view of war conditions and the prevailing losses among other magazines.

The record this year is even more remarkable.

18%
GAIN
6 mos. 1919

The first six months of 1919 show a gain of 18% on top of the 27% gain of last year.

At the beginning of the period covered by these gains the magazine was enlarged and its price was doubled to 20c.

30%
GAIN
July, 1919

Its special features have been its many pages of special articles, its wealth of high-grade fiction, and its profuse illustrations.

The many new faces among the advertisers emphasize this large and growing appreciation for

Munsey's Magazine

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New Market Found for Furniture in Homes with Children

From the First Arresting Magazine Advertisement to the Smallest Circular the Urbana Furniture Company Sticks to Its Last in Advertising Happi-Tyme Nursery Outfits

By Helen A. Ballard

THE infant as a prospective user of advertised goods has long been considered by manufacturers of baby clothes, nursing-bottles, talcum powders, foods, food-pushers, small silverware, baby jewelry and many other products. Better babies' campaigns in women's magazines for the past few years have kept this important member of the consuming public ever before us, and have increased his value as a prospect to the advertiser. Several manufacturers have appealed to the parental love for the child and interest in his development in their advertising, but there are vast sections of this fertile field yet untouched, while the turnover is admittedly several times that on most goods consumed by adults.

Most of us can recall what a sense of pride we felt as we drew up our own little rocking-chair and sat down close to mother with the story-book which we could lay on our laps because the rocker was low enough to enable us to "reach bottom," though we fail to remember seeing it advertised anywhere, because it *wasn't*; and we recall the small bed which replaced the cradle or bassinet we don't remember—the bed with sides to it so that we couldn't roll out when we tossed restlessly about, and that later, when we felt more grown-up, had the sides removed so that it seemed to us a new possession and was quite like any bed, only small enough so that we weren't hopelessly lost in it. Perhaps we had a tiny piano, too, whose musical range was a whole octave, with a wee bit of a stool on which we sat as we played it.

But who can look back upon a whole roomful of things just *our*

size that really belonged to us? Who of us ever had the joy of saying "It's on my dressing-table," as grown-up sister did, or "Look in the top drawer of my chiffonier," as big brother might have done? There wasn't any possessive adjective for us when it came to *regular* pieces of furniture. Manufacturers hadn't then awakened to our needs. They hadn't begun to figure how largely we factored in their merchandising possibilities. Since our childhood days, however, this new market has been discovered. One manufacturer to find it is the Urbana Furniture Company, of Urbana, Ohio, which has taken the youthful public of to-day into consideration and for its benefit has brought out a complete line of goods under the apt name of Happi-Tyme Nursery Furniture. The company has been in business only a year and a half, but in that time it has secured a distribution of 1,500 dealers. This has been accomplished through advertising in space of 90 to 120 lines in various national mediums and in some of the business papers.

THE APPEAL IS TO MOTHERS

Joy and comfort for the baby, for the toddler or the child in the formative years below the teens, and the convenience to the mother, is the keynote of the advertising copy and literature addressed to the consumer.

"Just as you supply other modern conveniences for the home and office, so should you make caring for your baby a joy by equipping your nursery with modern nursery furniture.

"Nursery furniture especially designed for the baby's comfort and health combines features which mean a wonderful saving of

time and strength in the care of your baby," runs the copy, illustrated by pictured articles that are in keeping with the joy note.

When a mother is attracted by this advertising, feels the urge to provide the proper environment for the young life given into her keeping, and writes for the beautifully illustrated booklet, "Kiddies' Kare and Komfort," she receives promptly an artistic little booklet done in blue and sepia with here and there a bluebird flitting over its pages and every conceivable article of furniture that child-loving ingenuity can devise pictured therein.

THE MOTHERS ARE QUICK TO APPRECIATE THIS TALK

The excellent pictures of the various articles of furniture with their apt descriptions carry out the happy keynote of the copy that prevails throughout. There is a lure in this caption for a child's bed: "The Chippendale design, graceful and appropriate for a child's room, helps to give the room the sunny atmosphere of childhood's happiness." And here is a constructive suggestion, "A little girl's clothes just fit in drawers such as this dresser has. It helps to teach her to fold away her clothes very neatly."

Anything that will help in training the child to be orderly is welcomed by any mother, and this suggestion is both appealing and practical. Another of the same sort for a child's vanity-dresser says, "Teaches the child to make her toilet at an impressionable age." The earlier a little girl learns to make her own toilet the more time mother will have for other things that contribute even more to the child's best development. Then, again, there is the note of love and admiration that the little one feels for mother in, "Just like the chair mother uses at her dressing-table." Some such logical and desire-creating phrase is tucked into each description. Of course, "Children are naturally not so comfortable in a grown-up's chair as in one made for their own use."

With this booklet comes a letter giving the inquirer the names of dealers in her city who carry Happi-Tyme furniture and suggesting that she call at the store of one of them and see the goods. At the same time a letter goes to all dealers in that town advising them of the name and address of the direct prospect.

A careful checking of inquiries has shown that they are received on baby goods at two distinct times, either from three to five months previous to the arrival of the expected child or at birth, when the goods are wanted at once.

Three or four months after the receipt of the first inquiry the booklet is followed by a four-page letter which combines the personal touch of correspondence with illustrations and descriptions in an attractive way, and the joyous keynote is nowhere lacking. Even the storks that sweep so gracefully across the blue-sky panel at the top carry out the Happi-Tyme thought. It is expressed in the sweep of their wings, the stretch of their legs and in their very grip on the tiny human bundles which they carry. And just below stands the "sunshine crib" in its bassinet position, "a real crib, with screen sides." One of the inside pages of this folder is given over to furniture for children, the other to that especially adapted to the new baby, while on the back page is shown nothing but play-time pieces.

If the firm receives an order direct from an inquirer in a town where the line is carried the individual is asked to state the name of the dealer to whom she would prefer to have her order sent. If no preference is shown, the order is given to the best dealer, to the one who is most alive to the possibilities in selling nursery furniture.

Cribs are the best sellers, and because they are a necessity it requires no educational talk to sell them. The price is never used in the advertising nor in the literature sent out, as the firm does not want to do a direct-mail business,

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BUILDING SUPPLY NEWS

Which will last longer—
Rock or Rags?

You will say rock—of course—because it has withstood the destructive action of the elements for centuries. But think about the destructive action of a roofing made from Rock. One who can guess on a roofing made from rock or other organic material. Asbestos is the only known material that from which roofing can be made. It will permanently resist the destructive action of time and the elements and the ravages of fire.

ASBESTONE

(Approved by Government Laboratories)

Asbestone is a Johns-Manville Roofing made of Asbestos rock fibers which create heat and retain the action of heat, acids and burning without deterioration. Being all mineral, it cannot rot, disintegrate or decay. Therefore, roofing is never required.

Asbestone is a natural stone, composed of impurities Asbestos fibers, asbestos, which cannot separate. It has a great number of other uses as one of the most valuable materials in the world. It is used in many other ways in the building industry.

Lowest Cost-per-year Roofing

You do not buy roofing for a week, a month, or a year. You buy roofing for as long as the building lasts. To make one that lasts such a long time is the best way to save money. Asbestos roofing is the only roofing that will last as long as the building itself. To make one that lasts such a long time is the best way to save money. Asbestos roofing is the only roofing that will last as long as the building itself.

Regular Your Roof With Us

Our responsibility to you does not end with the sale. You can get the best roof with the best material. Johns-Manville Roofing is the only roofing that will last as long as the building itself. To make one that lasts such a long time is the best way to save money. Asbestos roofing is the only roofing that will last as long as the building itself.

Other Johns-Manville Roofing

Johns-Manville Roofing is the only roofing that will last as long as the building itself. To make one that lasts such a long time is the best way to save money. Asbestos roofing is the only roofing that will last as long as the building itself.

JOHNS-MANVILLE
ASBESTOS ROOFING

Why does the H. W. Johns-Manville Company use full page copy every issue of BUILDING SUPPLY NEWS, the only publication in America reaching building supply dealers exclusively?

Because they know that the building supply dealer is a mighty important factor in the distribution of ROOFING.

And—the dealer distribution of J-M Roofing Products is constantly increasing in scope.

Here is something to think about—not only for roofing manufacturers either, because these dealers sell every kind of material used in all types of building construction work.

Link up your consumer advertising by using BUILDING SUPPLY NEWS.

BUILDING SUPPLY NEWS

610 Federal Street - CHICAGO

RIGHT NOW Building Supply Dealers are purchasing larger stocks than ever before. They know (as you should) that there will be no dull season in the building industry.

and as the prices can always be seen on the goods when a woman looks up Happi-Tyme at her dealer's.

The company has taken the making of nursery furniture seriously. It has gone into it from a woman's viewpoint because it realizes that women are the natural buyers of this product. All of the firm's literature has the woman's touch, and the manager for its agencies is a woman.

NURSERIES FOR DEALERS, NEW SELLING POINT

The appeal made to the dealer is on the idea that a comprehensive nursery-furniture department is the best advertisement that the dealer can put out, and that the turnover in this line of goods is six times a year, as against twice a year on ordinary furniture, and that parents cheerfully spend more money for the child than for themselves. Many furniture dealers have responded to the appeal and now have completely equipped nurseries, sections given over to a play-room, and a bedroom, used not only for display purposes but also for practical demonstrations of the joy that Happi-Tyme furniture gives.

The dealer is supplied with a loose-leaf catalogue, and, as new lines are manufactured at the factory, new pages are added to the catalogue. The guarantee in this book tells the dealer that the company will repair, replace or refund the price on any article he sells that does not prove satisfactory to the customer. The dealer is also invited, as is the customer, to give his ideas for additions to the line.

Dealers are supplied with set-up advertisements and electros, with various booklets for mailing and with form-letters for pushing the Happi-Tyme product. A monthly bulletin touching upon some timely subject of public interest and linking it up with the selling scheme is sent out to stimulate activity among dealers. A recent one asks dealers to join in pushing national "Baby Week," and gives suggestions of what he

can do himself in stirring up things in his own town and, incidentally, getting in some good advertising for the line. Here is an excerpt from it:

"WHAT YOU CAN DO

"Even if your community is not going to feature 'Baby Week,' you can do it yourself. Co-operate direct with the Government, and in teaching mothers how to properly care for babies you will not only help to save some who may die through lack of care, but you will be able to interest all mothers in the new ideas in modern nursery furniture.

"First—Announce in your newspaper the days you are to feature a 'Baby Week' display. (We suggest you make it the first week in May.) The Government did not fix 'Baby Week' date this year, leaving it to the individual communities.

"Second—Announce to the mothers that there will be a trained nurse in your store on these days, who can show mothers how to care for babies according to the latest methods and who can answer all queries.

"Third—If possible have talks by physicians, dentists and specialists on hygiene, care of teeth, the eyes, ears, nose and throat.

"Fourth—Announce some attractive gift to the baby so mothers will have further incentive to bring their babies to your store.

"Fifth—It would be an added joy to mothers and a selling inducement for nursery furniture if the children could romp or hear a story or music in a special children's play-room.

"You'll find a wealth of just such suggestions in the Government Bulletin on 'Baby Week Campaigns.' Send for it."

The company has a mailing-list of about 2,500 dealers for cultivation, and this year's appropriation calls for eight pieces of advertising to be sent them. Two of these pieces have now been sent out and the sales manager reports remarkable results. The company is making generous allowance for every form of advertising that it be-

RAPID ADDRESSING MACHINE CO.

BELKNAP SYSTEM

TELEPHONE EXCHANGE
GRAMERCY (4360
4361
4362
4363

32-46 WEST 23RD STREET

CABLE ADDRESS
"RAMACHINE" W.U. COOL

NEW YORK

Dear Publisher:—

Mr. Higgins of the Boston Herald said "Show me!"

That is the kind of an opportunity we are looking for.

Mr. Higgins was interested in saving money and in anything that would improve the methods of handling his publication.

We showed him, with the result that he is now using a Belknap No. 1 Rotary and has been using it for several years. It has saved him money from the beginning. He does his work faster and better and says "the Belknap System of addressing is unquestionably the best for the Publisher."

What we did for Mr. Higgins we can do for you. We have machines for every class of publication work.

No. 1 Rotary,
with mailer strip
attachment.

Won't you take advantage of our 39 years' experience?

Yours truly,

RAPID ADDRESSING MACHINE CO.

J. D. Belknap
President.



The Best One-Fifth of Iowa Farm Folks

Have Twice the Labor Income
of the
Second Best One-Fifth

Three times that of the third best one-fifth. There would be more than this difference in their value as a customer to the manufacturer and his dealer.

It's good business sense, therefore, for the manufacturer to concentrate his efforts on the best one-fifth. Manufacturers do that very thing when they

Use Wallaces' Farmer to Reach Them

It automatically puts the manufacturer in the most favorable touch possible with the very cream of the best one-fifth of farm folks in Iowa, and it likewise reaches many of the best one-fifth of farm folks in Illinois, Northern Missouri, and Eastern Nebraska, where agricultural conditions are similar.

Wallaces' Farmer renders its subscribers better service than any other Iowa farm paper. It is better edited, answers more questions for its subscribers than any other Iowa farm paper, and is looked up to

more than any other, regardless of the circulation claimed. Furthermore, *it has an unparalleled record for paying advertisers*, because it offers quality of circulation not approached by any other Iowa farm paper, and quality circulation means quality buyers. It is the only Iowa farm paper that has built up its circulation by requiring payment in advance for all subscriptions, stopping when the time is out unless renewed.

Don't be fooled by big circulation claims. The poorest mediums offer big circulation, and they do whatever is necessary to get it, the advertiser really paying the bill.

It's the best one-fifth of farm folks that really make your advertising profitable, and you reach them through Wallaces' Farmer, as you are not able to reach them through any other Iowa farm paper.

See that your agency has Wallaces' Farmer on your list. No matter what other Iowa farm paper you are using, you cannot afford, from the cold standpoint of business, to overlook Wallaces' Farmer. It will make your advertising profitable.

Address for copy of Wallaces' Farmer, and full information,

WALLACES' FARMER

Good Farming; Clear Thinking; Right Living
A Weekly Journal for Thinking Farmers

DES MOINES, IOWA

Western Representative:
STANDARD FARM PAPERS, INC.,
1341-3-5 Conway Bldg.,
Chicago, Ills.

Eastern Representative:
WALLACE C. RICHARDSON, INC.,
381 Fourth Ave.,
New York City.

lieves will be productive of securing more dealers and making the product better known to consumers.

A series of booklets is now in process of preparation which will be devoted to what the company calls a "Dream Nursery." These booklets will feature the ideal nursery for the child at different ages, "from bassinet days to his teens." An effort will be made to learn the age of each child which has prompted the direct inquiry. These inquiries will then be indexed so that the "Dream Nursery" booklets may be sent out at the right interval of years to interest the parents in starting with an ideally equipped nursery, then, as the child grows older, changing it to fit his needs, possibly three or four times, so that the child always has chairs that fit him, mirrors in which he can see himself, drawers that he can pull out at will and into which he can reach without difficulty—in fact, all the conveniences that grown-ups find so necessary to their existence.

Plans Launched for A. A. C. of W. Convention

TENTATIVE plans for the convention of the A. A. C. of W., to be held in New Orleans September 21 to 25, were formulated by the association's executive committee, meeting in that city last week. The first meeting, on Sunday, will be of an inspirational character. It will be held at Tulane University and the theme of the convention, "After the War," will be dwelt upon. The general business sessions will be held at the Shrine Temple and Tulane Theatre while the twenty departmentals will convene at the Grunewald and St. Charles Hotels and the Elks' Club.

Joseph S. Potsdamer, general sales manager of the Ketterlinus Lithographic Company, Philadelphia, who attended the meeting of the executive committee, was ap-

pointed chairman of the exhibit committee. It is planned to have this year's exhibit include at least eight complete advertising campaigns that have proved successful. In the exhibits will be shown specimens of all the advertising mediums used.

It was recommended that a change in the constitution of the association be voted upon in September, to permit of the election of a woman to the executive committee. In presenting the subject for discussion, President D'Arcy paid high compliment to the work being done by advertising women through their clubs. Of especial significance is their work of making the women of the community—the consumers—appreciate the value of advertising to them as a buying guide and as an influence toward producing higher standards in merchandise, and lower costs of selling goods.

In presenting the report upon the "truth in advertising" work of the clubs P. S. Florea stated that laws against fraudulent advertising, based on the PRINTERS' INK model statute, are now on the statute books of thirty-six states, in the District of Columbia and in numerous localities outside the United States. In nearly twenty cities paid secretaries now devote all of their time to helping business men guard against errors in advertising and to prevent frauds on the part of less particular advertisers.

Charles F. Higham, of London, vice-president of the A. A. of W. and a member of Parliament, sent a cablegram to Mr. D'Arcy during the course of the committee meeting announcing that the Thirty Club, of London, has voted to join the Association.

Candy Manufacturers Urge National Advertising

Candy manufacturers, who were recently in annual convention in Springfield, Mass., advocated national advertising for a three-fold purpose. First, to educate the public in the candy-making industry; second, to bring about standardization among manufacturers; third, to bring about legislation which will regulate the display of candy and therefore protect its purity.

out

Colgate's Plan to Maintain Prices Upheld By Supreme Court

Manufacturer in Refusing to Sell Price Cutter Not Liable Under Sherman Law

IN an advertisingly significant opinion delivered by Mr. Justice McReynolds, the Supreme Court has affirmed the United States District Court for the Eastern District of Virginia in the notable case of the United States of America vs. Colgate and Company. The final disposition of this case has been watched with interest by advertisers because of its bearing on the maintenance of resale prices.

Readers of PRINTERS' INK will recall that the Government held that Colgate and Company's refusal to sell certain price-cutters was a violation of the Sherman law. The Attorney-General ordered the company to abandon the policy or else it would be indicted. The company accepted the indictment, filing a demurrer to it. The District Court, in a broad decision, set aside the indictment and supported the contentions of Colgate and Company. It is this decision of the lower court that is now affirmed by the Supreme Court.

The decision definitely establishes that a manufacturer may refuse to sell the price-cutter without incurring any criminal liability under the Sherman law. The Clayton act is not involved in the case.

Explaining that, under the circumstances, its power of review does not include an interpretation of an indictment, but is confined to ascertaining whether the lower court erroneously construed the statute, the Supreme Court sums up as follows:

"Our problem is to ascertain, as accurately as may be, what interpretation the trial court placed upon the indictment—not to interpret it ourselves; and then to determine whether, so construed, it fairly charges violation of the Sherman Act. Counsel for the

Government maintain, in effect, that, as so interpreted, the indictment adequately charges an unlawful combination (within the doctrine of *Dr. Miles Medical Company v. Park & Sons Company*, 220 U. S. 373) resulting from restrictive agreements between defendant and sundry dealers, whereby the latter obligated themselves not to resell except at agreed prices; and to support this position they specifically rely upon the above-quoted sentence in the opinion which begins 'In the view taken by the court, etc.' On the other hand, defendant maintains that looking at the whole opinion it plainly construes the indictment as alleging only recognition of the manufacturer's undoubted right to specify resale prices and refuse to deal with anyone who failed to maintain the same.

THE SHERMAN ACT IN RELATION TO THE CASE

"Considering all said in the opinion (notwithstanding some serious doubts), we are unable to accept the construction placed upon it by the Government. We cannot *e. g.* wholly disregard the statement that 'The retailer, after buying, could, if he chose, give away his purchase or sell it at any price he saw fit, or not sell it at all, his course in these respects being affected only by the fact that he might by his action incur the displeasure of the manufacturer who could refuse to make further sales to him, as he had the undoubted right to do.' And we must conclude that, as interpreted below, the indictment does not charge Colgate and Company with selling its products to dealers under agreements which obligated the latter not to resell except at prices fixed by the company.

"The position of the defendant is more nearly in accord with the whole opinion and must be accepted. And as counsel for the Government were careful to state on the argument that this conclusion would require affirmation of the judgment below, an extended discussion of the principles involved is unnecessary.

COURT CITES CASES

"The purpose of the Sherman Act is to prohibit monopolies, contracts and combinations which probably would unduly interfere with the free exercise of their rights by those engaged, or who wish to engage, in trade and commerce—in a word, to preserve the right of freedom to trade. In the absence of any purpose to create or maintain a monopoly, the Act does not restrict the long-recognized right of trader or manufacturer engaged in an entirely private business, freely to exercise his own independent discretion as to parties with whom he will deal. And, of course, he may announce in advance the circumstances under which he will refuse to sell. 'The trader or manufacturer, on the other hand, carries on an entirely private business, and may sell to whom he pleases.' *United States v. Trans-Missouri Freight Association*, 166 U. S. 290, 320. 'A retail dealer has the unquestioned right to stop dealing with a wholesaler for reasons sufficient to himself, and may do so because he thinks such dealer is acting unfairly in trying to undermine his trade.' *Eastern States Retail Lumber Dealers' Association v. The United States*, 234 U. S. 600, 614. See also *Standard Oil Company v. United States*, 221 U. S. 1, 56; *United States v. American Tobacco Company*, 221 U. S. 106, 180; *Boston Store of Chicago v. American Graphophone Company et al.*, 246 U. S. 8. In *Dr. Miles Medical Company v. Park & Sons Company*, *supra*, the unlawful combination was effected through contracts which undertook to prevent dealers from freely exercising the right to sell. The judgment of the District Court must be affirmed."

The Advertising for Boy Scouts' Drive

A NATION-WIDE campaign is on during the present week for 1,000,000 associate members for the Boy Scouts of America. This drive is for the purpose of securing adult membership in order that the necessary funds may be secured to carry on an intensive recruiting of boys for the Boy Scouts. Former Secretary of the Treasury W. G. McAdoo has accepted the chairmanship of the Citizens' National Committee.

The Liberty Loan organization, in so far as it is possible to do so, will be used in the campaign. There is a chairman for each Federal Reserve District, who in turn controls the State chairmen in his territory. Overhead charges of the drive will be met by special subscriptions.

Publicity is under the direction of Frank R. Wilson, who had charge of similar work in the Liberty Loan drives for the Government. The greater part of the publicity will be supplied by the direct work of the Scouts and local citizens' committees. A paid poster campaign is being used in New York which includes the Fifth Avenue buses and street-cars. Most of the business houses have shown great interest in this work, and a large number of these are featuring Boy Scout Week in their advertising.

Statistics show there are 10,000,000 boys within the ages qualifying membership. But from this number only 375,000 have been recruited. It is the purpose, therefore, to increase the Boy Scout organization to such an extent as to enable it to induct a great many of these boys into the ranks of the Boy Scouts.

H. G. Lavender Returns from France

Herbert G. Lavender, who served in France for two years with the American Ambulance Service, has returned to the *Millinery Trade Review*. Mr. Lavendar is vice-president of the *Millinery Trade Publishing Company*, New York.

And Now August

makes the eighth
month so far this
year in which The

Delineator

has closed with

More Advertising

than the corres-
ponding month
in any year for

Half a Century

THE MOTHER'S MAGAZINE

180 N. Wabash Ave., Chicago



Announces the organization of its
advertising staff as follows:

NEW YORK OFFICE
1182 Broadway

PAUL R. SMITH
Eastern Adv. Manager

JOSEPH X. GOORIS
Representative

CHICAGO OFFICE

ALFRED J. BOAZ
CHARLES J. FELDMAN
Representatives

The Mother's Magazine

WILBUR L. ARTHUR
Advertising Director

Canada Advertises "Soldier Settlement" Programme

Repatriation Plan, as Originally Adopted, Was Unsatisfactory and Publicity Was Needed to Explain Details of the Change

By Harold C. Lowrey

THE current campaign explaining the "Soldier Settlement" policy of the Canadian Government expresses, perhaps more clearly than any previous advertising, the Government's confidence in the power of paid advertising to mould public opinion. Other campaigns have had a definite and tangible objective, but none have sought solely to change current opinions as this campaign seeks to do. The Government now relies on advertising to help it correct the gross misunderstanding existing as to the nature and method of the Soldier Settlement.

It is not the big problem that labor unrest is, and yet it deals with a class that are frankly prejudiced and who are in fighting mood because they are under the impression that they have been unjustly treated. To change that attitude is indeed some task for advertising.

The campaign developed out of the Repatriation advertising which appeared so generously some months ago. Strangely, the returned men and their dependents vigorously disapproved of the original settlement plan and when the plan was put on a satisfactory basis, they never seemed to realize it or to forget their prejudice. The Government was to blame for part of this in not coming forward with immediate publicity explanation of the details of the change.

Now the whole problem has to be met broadside. Owing to the intricate detail and technical information regarding the settlement of soldiers on the land with the Government backing them financially, it has been quite diffi-



Cheap Implements, Livestock and Harness

THE Soldier Settlement Board has arranged with manufacturers of implements and harness to give soldier settlers a wide choice of first class implements at prices substantially below those quoted to civilians, and in the Prairie Provinces the United Grain Growers, Limited, will give soldier settlers special prices on implements, wagons, and other commodities.

By collective buying in large numbers for cash, it can also offer soldiers the lowest possible prices on harness and other live stock.

It can supply a good harness set for approximately \$21.25 at point of manufacture.

All these concessions are in addition to the Board's offer to secure for the soldiers good

land, conveniently located, and to give financial assistance in the way of loans to establish them on the land.

Land and Loans

With certain exceptions, a soldier who has served with good conduct in the Canadian, Imperial or Allied forces in an actual theatre of war or outside the country in which he enlisted (or widow of any such man) may secure loans to purchase land, live stock and equipment and erect buildings—

- (1) Up to \$4,000 to cover the cost of the land and discharge consequences.
- (2) Up to \$1,000 to erect buildings. Both these loans to be paid on the installment plan. Payments extending over 20 years.

- (3) Up to \$2,000 to buy implements, live stock and equipment. The soldier will begin to pay off this loan in the third year, and will have four years to pay.

Only five per cent. will be charged on these loans.

A cash payment of one-half the price of the land will be required, except in special cases.

Qualified soldiers on Dominion Lands may secure loans up to a maximum of \$2,000 on a plan similar to the above for farm equipment, live stock, and erection of buildings, provided no equity additional position the loan.

If you figure you have more than a 50-50 chance to make good on a scheme, write to your Provincial Superintendent at 22 Adelaide Street East, Toronto.

W. J. BLAKE,
Chairman,
Soldier Settlement Board.



The Soldier Settlement Board

HOW CANADA "SELLS" ITS FARM SETTLEMENT PLAN TO RETURNING SOLDIERS

cult to avoid misunderstandings and to prevent the settlements from being inadvisably made.

Those men who had formerly been farmers or knew how to farm are provided with land and capital under certain conditions governing their use over a period of a few years while those who were not experienced farmers are given a course of training at central agricultural stations supplemented by apprenticeship on farms of experienced agriculturists prior to being given their own

land. During this time the Government continues the separation allowances and the soldier's pay, thus making it possible for the soldier to take his course of instruction without financial worry.

These are some of the points explained in detail in the advertisements while the whole campaign seeks to anticipate the primary questions in the minds of the soldiers and their dependents. Once these basic causes for misunderstanding are put right, getting the rest of the plan over becomes comparatively easy work. Correcting these basic misunderstandings is the major task of the campaign.

The copy is sufficiently similar to the Repatriation advertising to be easily recognizable as further information on this all-important subject to the returned men and their dependents. Thus the force and value of the preceding campaign is taken advantage of much to the financial gain of the Government.

The campaign is running in all the dailies in Canada. The space used is newspaper quarter pages and full pages in the veteran's papers. Just how long the advertising will run depends on the length of time it takes to mould the opinion of the public and those affected and to correct the current lack of accurate understanding of the Settlement proposals.

Cunniff in Charge of McCann Co., Canada

L. J. Cunniff, who has been in charge of the Toronto office of the H. K. McCann Company, Limited, for the past year, was recently elected vice-president and general manager of the company. Mr. Cunniff was formerly in charge of the H. K. McCann Company business at San Diego, California.

E. L. Partridge Representing "Shipbuilding Cyclopaedia"

Edward L. Partridge has been appointed business representative of the *Shipbuilding Cyclopaedia*, New York, in the Philadelphia territory. For the last two years Mr. Partridge was western business representative of the *Power Wagon Publishing Company*, Chicago.

Canners' Market Awaits Advertising

What good will it do to have National Canners' inspection unless the fact is brought to the attention of the potential buyer?

The packer believes it is a good thing, is he going to advertise it? He may brand his cases or even his cans, but the proportion of the population who see it in those places are the present customers; it will hold that trade and must be done, but the increase in consumption is coming from the families who do not now eat their proportion of canned foods, and this form of advertising does not reach them. They must have the superiority of canned foods over other foods brought to their attention, and one of the points of superiority is inspection of raw material and methods of canning, but that is not the only point that makes canned foods a superior proposition.

Think of the advantages that you know! Do you recall the advertising campaign of Ivory Soap when they asked their customers to state what advantages this soap had over other soaps, and also the odd services it could handle, and they were flooded with answers because they had advertised Ivory Soap until nearly every family had tried it and there was always a member who wanted to experiment in odd uses. But, they had to get the people, and all the people, acquainted with the article first and its use for standard purposes. Canned vegetables have not been introduced to the potential buyers yet—not twenty-five per cent of our population ever bought a can of corn or peas—and it is up to the manufacturers to do it.—"Cannery Notes."

Colorado Springs Seeks Tourists

The Chamber of Commerce of Colorado Springs, Colo., is advertising in one national medium and newspaper located in about thirty Western cities, through the Fawcett Advertising Agency of Colorado Springs.

"The copy has been built," H. E. Fawcett tells PRINTERS' INK, "around the idea that Colorado is not only a place, but a highly pleasant condition. We are placing this copy in what we regard to be our immediate tourist territory."

Inquiries, it is stated in the advertising, will be given attention in detail. Descriptive folders are also mailed to those answering the advertisements.

J. P. Duncan Makes Change

John P. Duncan, for about eleven years in department store advertising in New York, and for the past two years in the trade paper publishing field, is now with the Petrics Publishing Co., Inc., New York, publishers of *The American Fur Buyer* and *Fur News*.

Oh, Mr. National Advertiser Wouldn't It Be Wonderful!

Wouldn't it be wonderful if all your markets were concentrated in a bunch of nice, compact cities, population of half-a-million or thereabouts

—and each of these nice cities was so doggone wealthy that the banks were sorely troubled trying to find places in which to store everybody's cash—say about fifty million dollars standing around waiting to be paged

—and if each of these ideal cities was dominated in an advertising way by one single newspaper that was so overwhelmingly supreme in prestige, in circulation, in advertising, that figures failed to convey a full realization of its relative strength—in a word, a newspaper that could, without the help of any other medium, introduce your products into the homes of practically every worthwhile family in this nice, compact market

—but why continue this tantalizingly beautiful dream? It's too good to be true. But while you wrinkle your brow and cudgel your brain trying to decide just how to split up that appropriation among highly competitive newspapers covering mediocre markets—remember there is *one* such "dream" city. That city is Milwaukee. And it has a newspaper that tallies with the dream. That newspaper is

THE MILWAUKEE JOURNAL

Of which
H. J. GRANT
is Publisher
and **R. A. TURNQUIST**
is Adv. Mgr.

The Special Representatives are
O'MARA & ORMSBEE, Inc.
New York and Chicago

Advertising Would Provide Employment

C. F. Higham, Advertising Man and Member of Parliament, Delivers "Maiden Speech" in House of Commons—Cites Examples of Men Secured by Government Through Advertising

IN the House of Commons recently C. F. Higham, London advertising man and well known in advertising circles in America, delivered his first speech—advocating advertising as a solution of the problem of unemployment. A portion of his address follows:

"The ordinary methods of governments in finding employment for work people will not do today. During the war the government invariably failed in finding men and women for the various activities of the state, and in the raising of Kitchener's army it was necessary to call in outside methods. Again, in obtaining women for the W. A. A. C.'s and the W. R. E. N.'s outside methods had to be called in. I am not sure that the right honorable gentleman is aware that his department not so long ago was asked to find men for the shipyards. The Admiralty were informed that there were no men available for the purpose. The matter was presented to those who understand the art of advertising, and in some five days so many men were secured for the shipyards that many of them had to be sent back home again until housing accommodation could be found for them. The Labor Department, again, were asked to obtain women as manageresses in the Army and Navy Canteen Department. The Ministry informed that department that there were no such women to be got, but in twenty-four hours some 700 women were secured and fifty were taken on as manageresses.

"I therefore suggest that the Ministry of Labor have not exhausted all the means at their disposal to secure work for the soldiers and sailors and those dis-

charged from the munition factories. I know that it is not quite proper for a man who understands publicity to rise in this House and discuss a matter with which he is familiar, but I have been daring enough this afternoon to do it because I feel that one of the most necessary tasks before the Government is that they should immediately get the employees in touch with the employers. I believe it can be done, but not through the Labor Exchanges....

"If the Government many months ago had prepared the way for the rapid demobilization of the army, and had found out—it is something which they never seem to attempt to do—what was really going on in the country, if they had a proper Information Bureau to gather facts for them and for every department of the state exactly as the Intelligence Department found out facts with regard to the enemy, we should not need half the present Government staffs, and we should be able to get on with our work very much better.

"Soldiers and sailors have no right to be pauperized, and we have no right to pay them doles when they do not want doles. I believe that the man who fought for the country wants to work for the country, and I believe it is untrue that employers have not work for the vast number of the unemployed. I believe it is only essential to adopt the same methods that were adopted in getting men for the shipyards and women for the canteens to solve this question. I am fully aware that many people will say that a publicity man thinks that publicity is the beginning and the end of all things, but I believe it is the beginning of the solution of this unemployment problem, and because I feel that I respectfully submit it to the Minister of Labor for his consideration."

D. B. Jessie Makes Change

Dan B. Jessie, formerly with the Chicago office of the Federal Advertising Agency, Inc., has joined the advertising staff of American Farming, in the same city.

SINCE
1841

PRAIRIE FARMER

FIRST

Farm Paper

in the

FIRST

Farm

State



CHAS. P. DICKSON,
Advertising Manager

SINCE 1841 **PRAIRIE FARMER,** Chicago

BURRIDGE D. BUTLER, Publisher

W ~



The Green, Fulton, Cunningham Co.

FORMERLY THE CARL M. GREEN COMPANY.

CARL M. GREEN, PRES.

J. D. FULTON, VICE-PRES.

DETROIT

FREE PRESS BLDG.

H. J. CUNNINGHAM, TREAS.

A. W. THOMPSON, SEC.

CHICAGO

STEEGER BLDG.

The character of the service this agency renders is very clearly reflected in the character of the accounts you will see on the opposite page.

And the very diversity of these accounts is in itself added evidence of the ability of this organization to handle intelligently and efficiently every type of marketable product.

Business placed and ordered this year for the clients listed opposite, registers an increase in the business of this Company of approximately 65% over the best previous year.

Advertising GFC Co

Automobiles

Dort Motor Car Company
The Dort

Nash Motors Company
The Nash Six

Saxon Motor Car Company
Saxon Six

Automobile Accessories

Holley Carburetor Company
Holley Carburetors and Manifolds

Lockwood-Ash Motor Company
Sterling Spark Plugs
Lockwood-Ash Marine Engines

Sparks-Withington Company
Sparton Motorhorns
Radiator Fans
Vacuum Gasoline Systems

U. S. Ball Bearing Company
Strom Bearings

Vesta Accumulator Company
Vesta Batteries

Bodies

Anderson Electric Car Company
Passenger Car Bodies

Corsets

Modart Corset Company
Modart Front Lace Corsets

Financial

Federal Bond & Mortgage Co.
Bonds and Mortgages

Hardware

Lawson Manufacturing Company
Hinges, etc.

Leathers

N. R. Allen Sons Company
Leathers

Overalls

Larned, Carter Company
Headlight Overalls

Signal Devices

The Autocall Company
The Autocall

Stoves and Furnaces

Detroit Stove Works
Detroit Jewel Gas, Coal and Wood
Ranges, Coal and Wood Heating
Stoves, Warm Air Furnaces

Toilet Preparations

F. F. Ingram Company
Milkweed Cream, Rouge, Velveola
Souveraine Face Powder, Zodenta
Tooth Powder, and Perfumes

Truck Axles

Wisconsin Parts Company
Truck Axles

Trucks

General Motors Truck Co.
GMC Trucks
¾ to 5-ton capacities

Nash Motors Company
Nash One and Two Ton
Rear Drive Trucks
Nash Quad

Waste Circulation Eliminated

THE SUBSCRIBER to a religious paper does not read it for amusement, nor to gratify idle curiosity. The Church paper, if a good one, affords an opportunity for studious and serious reading, for gaining a knowledge of the activities and problems of the Church in which the reader is vitally interested.

The special articles in The Churchman are written by persons of high rank in the Episcopal Church and in the world at large. They are the authoritative writings of keen-thinking people talking to a constituency of equal intelligence.

Concerns advertising in The Churchman profit by the confidence thus inspired. Added to this is the fact that Churchman readers possess more than average means.

In recognition of this condition, many of the country's leading advertisers are now regular users of Churchman space.

THE CHVRCHMAN
Churchman Co., Publishers
381 FOURTH AVENUE, NEW YORK

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What Happens When a Proprietary Article Becomes Competitive

New Light on the Aspirin Case

THEODORE F. MACMANUS

Incorporated

DETROIT, MICH.

Editor of PRINTERS' INK:

We are just in receipt of your wire, which is evidently in answer to the letter written you yesterday.

We have carefully read the article on page 20, December 19, 1918, issue of PRINTERS' INK, but do not find that it answers the questions which we asked.

In this article is indicated that the Examiner of Interferences cancelled the registration of the trade-mark "Aspirin" held by the Bayer Co.

As we understand it, the manufacturer has the right of appeal from this decision to the Commissioner of Patents.

In the event that the Commissioner of Patents rules adversely, we understand that the manufacturer has the further right to take the case to the Court of Appeals of the District of Columbia.

We would like to know whether or not the manufacturer has availed himself of the privilege of taking the case to the Commissioner of Patents and from there to the Court of Appeals of the District of Columbia, and if so what decisions were had.

In the event that the case has been appealed and no decision yet made, we would be interested to know if the adverse decision of the Examiner of Interferences would be considered prejudicial to the future chances of the manufacturer.

THEODORE F. MACMANUS, INC.

THE Commissioner of Patents has cancelled the registration of the trade-mark "Aspirin," in accordance with the recommendation of the Examiner of Interferences at the Patent Office, and the incident may be said to be closed in this quarter.

Our correspondent is entirely correct in his information that under circumstances such as these a manufacturer whose title to a trade-mark is imperiled has the right to appeal from an action by the Examiner of Interferences (or a ruling by the Examiner of Trade-Marks) to the Commissioner of Patents. And if dissatisfied with the outcome of the review of the case in this quarter he may, in turn, appeal to the Court of Appeals of the District of Columbia, which is a court of

last resort for trade-mark questions arising at the Patent Office.

However, in the present precedent-making case, the Bayer Company, erstwhile registrant of the mark "Aspirin," did not avail itself of the privilege of appeal. Accordingly action was taken: actually cancelling the registration. Inasmuch as the time for appeal has now expired, it may be assumed that the Bayer Company contemplates no further effort to establish its rights.

SIGNIFICANCE OF ANOTHER "ASPIRIN" CASE

While the contest before the tribunals of the Patent Office is at an end, there remains for early argument the case, in the Circuit Court of Appeals for the Second Circuit, of the United Drug Company versus the Bayer Company. Consideration of this case in the Circuit Court was suspended pending the decision of the issue at the Patent Office. The case in the Second Circuit is one wherein the Bayer Company had applied for redress against the United Drug Company on the plea of infringement of trade-mark and the United then made application at the Patent Office for the cancellation of the registration of "Aspirin."

This "Aspirin" issue is significant because it is the first one of its kind that has been raised at the Patent Office. It also holds especial interest for national advertisers in that stress was laid in the argument of the case upon the purport of the Bayer advertising and particularly the extensive use of the slogan: "The Trade-Mark 'Aspirin' (Reg. U. S. Patent Off.) is a guarantee that the monoaceticacidester of salicylic acid in these tablets and capsules is of the reliable Bayer manufacture." The Bayer Co. backed up some of the contentions

**Good. Better. Best.
Never let it rest.
Till the Good is Better
And the Better Best.**



The man who daily confronts some art problem and demands outside assistance, will find in our folder a suggestion of how we can help.

"TO SERVE YOU BETTER" is the name of it.

It tells a good deal about our methods and why we get better results.

By writing for it you will be serving your best interests.

I want to send a copy to every man who is interested in better methods, better art work and better service.

Shall I send it?

Martin Ullman
Managing Artist

●
GOTHAM STUDIOS INC.
1133 BROADWAY
NEW YORK

*Gotham for Art Work.

with respect to its advertising with evidence that its advertising to the general public has been confined to the period since the American firm began the manufacture of Aspirin tablets instead of depending upon importations. That is to say, the campaign for "Aspirin"—conducted in a list of 300 newspapers on an average of one insertion weekly—began in July, 1916. It is the contention of the Bayer Company that any information as to the claim of trade-mark rights which may have been conveyed to the public by that advertising came entirely too late in the history of the name "Aspirin" to have any material effect on the status of that name. Indeed, the first advertisements to the general public were inserted only about eight months prior to the expiration of the Hoffman patent under which Aspirin was made. In other words if the Bayer Company had any right to the continued exclusive use of the word Aspirin, it had that right regardless of the advertising.

Patent Office officials feel rather strongly with respect to a policy that is alleged to be rather prevalent in the proprietary medicine field and which operates to leave the consuming public no word to use in calling for an article except the registered trade name. These officials call the attention of PRINTERS' INK to the relatively small number of manufacturers who allow the public an alternative designation as has been done for example in the case of "Vaseline" which carries in equally prominent display the equivalent title "Petroleum Jelly." Some years ago the Aspirin labels of the Bayer Company carried four equally conspicuous designations, namely: "Aspirin," "Acetyl Salicylic Acid," "Antirheumatic Acid" and "General Substitute for Salicylate of Sodium." Persons of a contemplative turn of mind may give rein to conjecture whether there might have been a different outcome of the recent case at the Patent Office if these selective terms had appeared in the adver-

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thing instead of the more appalling "monoacetic-acid-ester of salicylic acid." That there must be preserved to the public the right to, as one official puts it, "call for goods by their name" is a principle that has for some time past been taking root at the Patent Office but the "Aspirin" case is the first one that has enabled it to find concrete expression.

In a case where a manufacturer loses the exclusive control of a proprietary name, the product, bearing that name, of course, becomes competitive. However this does not necessarily jeopardize his chances in the market. He still has an opportunity to use his own brand on his make of the article. Then, as is the case with any competitive product, the success of such a manufacturer in the field depends on the aggressiveness he uses in selling his brand. Here, as elsewhere, advertising will enable him to hold his own.—[Ed. PRINTERS' INK.]

Pacific Coast Ad Men in Convention This Week

The Pacific Coast Advertising Men's Association is meeting in convention this week at Portland, Ore. The speakers on the programme include William C. Flory, president A. A. C. of W.; F. W. Kellogg, of the Los Angeles Express; Felix Orman, of Leslie's; Professor Norman T. Coleman, national director of Y. M. C. A. educational work in Europe, and Mayor Ole Hanson, of Seattle.

Portland's Annual Rose Festival is being held this week also. One feature of the entertainment of advertising delegates was announced to be a ninety-mile automobile excursion over the Columbia Highway and a fresh brook trout breakfast at Eagle Creek, forty miles out of Portland.

G. C. Dorsey with Marshall Field

G. C. Dorsey, formerly of the editorial staff of the Chicago Tribune, is now with the advertising staff of Marshall Field & Co., wholesale, Chicago.

Two New Grocery Chains in Toronto

The Dominion Stores, Limited, and Willow Groceries, Limited, are two new chains of grocery stores operating in Toronto.



MR PUNCH

IS A CHEERY OLD SOUL

HE carries his cheerful message to Britons who are buyers of high-class goods and service the wide world over every week.

His readers in a cheery frame of mind buy freely of the high-class goods and service advertised in his pages and cheer up the advertisers.

Advertisers being thus cheered up, cheer up Mr. Punch by demanding more advertising space than he has to sell. So all around the cheery circle the word is
CHEERIO!

ROY V. SOMERVILLE
Advertisement Manager, "Punch"

•••

Why Big Drop in Prices Can't Be Expected

Economic Reasoning Is All in Favor of a Continuance at Present Levels

By Richard Hoadley Tingley

THE after-the-war history of other notable wars shows, with unmistakable unanimity, that commodity price-levels always fell off slightly from the high records made during the progress of the war, but that the average for a series of years, both before and after, never failed to show that prices advanced after peace had been declared.

But analogous reasoning is not always to be trusted implicitly. Circumstances may enter in that destroy its force, and he who attempts to solve economic problems on purely mathematical theories will often be misled. For this reason I propose in what follows, to summon other witnesses in an endeavor to prove, or disprove, the testimony of history.

When commodity prices rise it may be said that the quantity of money paid for goods and services at that particular time has been increasing faster than the quantity of goods; and when commodity prices fall, that the quantity of goods is increasing faster than the quantity of money paid for them. In round numbers this is the so-called "quantity-of-money" theory of prices.

The principal causes that, singly or in combination, make for high price levels are:

1. The presence of gold in abnormal quantities.
2. An inflated currency.
3. An inflated condition of credits producing "easy" credits.
4. A demand for goods and services in excess of supply; underproduction.
5. When large sums of money are being, or have recently been expended, for the production of the destructive goods of war.

On the other hand, the several and principal causes that, singly or

From *Forbes Magazine*.

in combination, make for low price levels are:

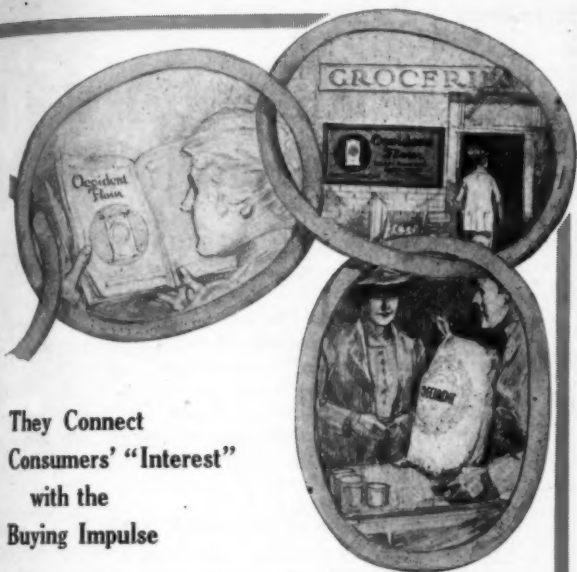
1. The absence of a large gold reserve.
2. The low currency issue, in which the ratio of paper to gold is at a minimum.
3. "Tight money," or a sub-normal condition of credits.
4. A supply of goods and services in excess of demand; or overproduction.
5. A depressed or stagnant state of business.

GOLD RESERVE AND CURRENCY ISSUES

Prior to the outbreak of the European War the United States was carrying a normal stock of gold money of approximately \$1,900,000,000. While we were still a neutral nation the exigencies of war brought additional gold to our shores amounting to something more than a billion of dollars. This gold has stayed with us, so that now we are in possession of \$3,085,000,000 of gold money, \$2,125,000,000 of which is in the custody of the Federal Reserve banks. This gold is abnormal in our hands. It is fully a third more than our ordinary pre-war requirements, and represents more than a third of all the gold money in the world. It is its presence, acting with other agencies, that has done much towards raising price levels, for it has been a stimulant of credits, and stimulated credits always produce active business and its counterpart, high prices.

Is there any immediate prospect of the gold leaving our shores? Figure it out for yourself.

Gold moves back and forth between countries in response to international trade conditions, to settle international trade and other financial balances. For a number of years to come vast



They Connect
Consumers' "Interest"
with the
Buying Impulse

"ING-RICH" Porcelain Enameled Signs

These conspicuous, attention-grIPPING signs act as the final reminder just before the order is given—at the point of sales. The psychology is logical—the appeal is certain.

And they're so economical, too, because they last indefinitely and never fade, crack or scale.

If you will tell us the wording and how they're to be used, we will gladly submit sketch and prices for your approval. You'll be surprised at the effectiveness and economy.

THE INGRAM-RICHARDSON MFG. CO.
College Hill Beaver Falls, Pa.

You Can Cover the Rich and Only Through the Newspaper

THE people of the South today have a greater buying power than at any previous time.

They believe in enjoying life while there is opportunity and are especially responsive to the appeal of goods which make them happier and healthier.

Southern people also are disposed to buy advertised articles that are brought to their attention in a convincing way, through mediums in which they have confidence.

The newspapers of the South offer by all means the most efficient means of reaching the great buying public of the South and this field can be covered only through them.

Secure the circulation figures of all the leading weekly and monthly magazines in any typical Southern town and compare the total number of homes reached by them with the number into which the newspapers of the place go regularly.

Then figure the cost of having your advertisement taken into the smaller number of homes in which one or more of the magazines are read with the outlay required to place the message it carries in the larger number entered by the newspapers.



The Associated Advertising Clubs of the World hold their next Convention in the South, at New Orleans.

In this way you will get a convincing and illuminating demonstration of two things—first, that to reach all the people of the South you must use its newspapers, and, second, that through them the whole South can be covered at smaller cost than is required to advertise to the portion of its people who read the magazines.

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Augusta

Columbus

Dallas

Rich and Responsive South Newspapers Its People Read

Nearly all the enterprising newspapers of the South have been rapidly increasing their circulations since war restrictions were removed. Advertising rates have been advanced to correspond in but few cases. Now is a good time to start your campaign in the Southern States, since through the newspapers you can buy space for less than its real, result producing value.

Any or all of the following members of the Southern Newspaper Publishers Association will gladly quote rates, supply information and give co-operation.

ALABAMA

Asheville Star
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Daily Times-News
Gadsden Journal
Mobile Register
Montgomery Morning and Evening Advertiser

ARKANSAS

Little Rock Arkansas Gazette

FLORIDA

Jacksonville Florida
Jacksonville Florida Metropolis
Jacksonville Florida Times-Union
Miami Herald
Palm Beach Post
Pensacola Journal
St. Augustine Evening Record
St. Petersburg Evening Independent
Tampa Daily Times

GEORGIA

Albany Herald
Athens Banner
Athens Herald
Atlanta Constitution
Atlanta Georgian and Sunday American
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald

GEORGIA (cont.)

Macon News
Macon Telegraph
Rome Tribune-Herald
Savannah Morning News
Waycross Journal-Herald

KENTUCKY

Lexington Herald
Lexington Leader
Louisville Courier-Journal and Times
Louisville Herald

LOUISIANA

New Orleans Item
New Orleans Times-Picayune

MISSISSIPPI

Meridian Star

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Daily Tribune
Greensboro Daily News
Hickory Daily Record
Raleigh News & Observer
Raleigh Times
Rocky Mount Evening Telegram
Salisbury Post
Washington Daily News
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA

Anderson Daily Mail
Charleston News & Courier
Columbia Record
Columbia State
Greenville Daily News
Greenville Piedmont
Spartanburg Herald
Spartanburg Journal and Carolina Spartan

TENNESSEE

Chattanooga News
Chattanooga Times
Jackson Sun
Knoxville Journal and Tribune
Knoxville Sentinel
Memphis Commercial-
Appeal
Nashville Banner
Nashville Tennessean-American

TEXAS

Beaumont Enterprise
Dallas Morning News & Evening Journal
Dallas Times-Herald
Ft. Worth Record
Ft. Worth Star-Telegram
Galveston News
Houston Chronicle
Houston Post
San Antonio Express
San Antonio Evening News

VIRGINIA

Bristol Herald-Courier
Lynchburg News
Petersburg Evening Progress

PREPARED BY THE THOMAS ADVERTISING SERVICE
JACKSONVILLE AND TAMPA, FLA.



When the Discerning Agree

This page in Printer's Ink has, on occasion, been graced with a bouquet of opinions on my work by professional writers. Seconding these favorable comments, Mr. W. J. Wallace, Sales Manager of the Berkey and Gay Furniture Company, says: "very interesting and from my own experience with you, I feel that what they say is absolutely true."

I had the felicity to prepare a long series of advertisements which Mr. Wallace hailed as "the best copy ever written on Berkey and Gay furniture."

And Berkey and Gay furniture, in its mellowness and fullness of perfection, has inspired many able authors to exercise their finest skill.

JAMES WALLEN

Advertising

STUDY: 150 Walnut Street EAST AURORA • N.Y.

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sums of money will be due and payable in the United States in interest and principal on war loans made to foreign countries. These loans have amounted to \$10,000,000,000, and the annual interest will approximate \$400,000,000. This will have a strong tendency to keep our gold at home; indeed, unless checked by counter moves, as in a wholesale investment of our foreign credit moneys in the securities of these debtor countries, more gold is likely to come this way. In addition to this, the trade balances between all European countries are sure to be immensely in favor of the United States and for some years to come, for Europe must look to us to repair, in a large measure, the ravages of war, and our exports are sure to be vastly in advance of our imports.

The logical conclusion, then, cannot fail to be that our gold, our abnormal gold, will remain in our hands; stimulating credits, business, and promoting high price levels.

Since 1914 the currency of the United States has increased from \$1,400,000,000 to practically \$5,000,000,000, or something like 44 per cent, thus adding another reason why price levels should not fall.

It will be seen, therefore, that, unless all previously accepted economic theories fail, this is what is sure to happen.

CREDITS AND PRICES

We have seen that a state of "easy" credits stimulates business. Until the production, so stimulated, has been increased to a point where the quantity of goods produced has increased faster than the quantity of money paid for them, the effect will be to raise price-levels. On the other hand, when the influence of credits has stimulated production to a point where the quantity of goods produced is greater than the quantity of money paid for them, the effect will be to reduce prices. The demand for goods acts first. So long as this demand exceeds the supply, high prices



MR. STAS AZOY

Mr. Azoy is a member of this organization because as a service representative he is peculiarly well qualified to interpret your ideas into advertising illustrations.

The service representatives of this organization are artists with advertising training, because we believe that men who can understand and advise on the technical and artistic merits of an illustration bring practical help to our clients.

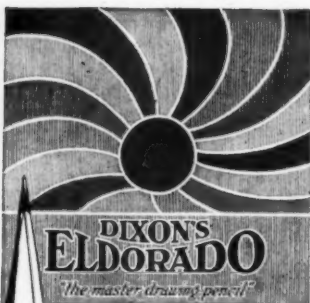
The result of this plan is that a far more intelligent and artistic class of work is produced in our studios, than would otherwise be possible.

Louis C. Pedlar, Inc.

Counsel In Art

95 Madison Avenue, N. Y.

Telephone Madison Square 511



No matter how heavy or light your hand—or what kind of work you do—you will find your pencil among the 17 perfect leads of Dixon's Eldorado.

Made in **17 LEADS**
one for every need
or preference - -

The long wearing, delightfully smooth and rapid gliding leads will ease and quicken your work and make for genuine pencil economy.

Write us on your letterhead for our grade chart and free samples of your favorite leads. Please mention your dealer's name and whether very soft, soft, medium, hard or very hard lead is desired.

**JOSEPH DIXON
CRUCIBLE COMPANY**
Established 1827

Dept. 150-J

Jersey City, N. J.



Canadian Distributors
A. R. MacDougall & Co., Ltd.
Toronto, Ont.

*There is a Dixon-quality Pencil,
Crayon, and Eraser for
every purpose*

DIXON'S "ELDORADO" the master drawing pencil - HB

will prevail. Credit steps in and the operation goes on till the influence thereof has produced a quantity of goods and services beyond the demand. Then prices will fall.

Credit stepped in during the war, superinduced by the gold that made it possible, and the destructive goods and services of war were produced in enormous quantities. The supply, however, was never equal to the demand and high price-levels resulted. The influence of credit, stimulated by gold as before, is still a latent factor in the production of the commodities of peace. The stage is set for this influence to be exerted when called for. Although the demand has not yet expressed itself in the outspoken terms of large figures, it can hardly fail to do so when halting business wakes up and makes up its mind that the time for hesitation is passed; that stable conditions have been reached. This mental condition may not be reached till after the Victory Loan has been disposed of, or till the terms of peace have been finally written into history, but the day cannot be indefinitely postponed.

For the past four and a half years the world has been intensely occupied in producing the goods and services of war. While this has been going on the production of the essential commodities of peace has been curtailed to a degree that the world now faces a marked shortage in most of its essential peaceful requirements. This shortage must, in part at least, be made up. The demand is here as evidenced by the fact that the retail business throughout the United States was never better. But the shelves of the retail stores are being rapidly depleted of their stocks and are not being replenished because the manufacturers are waiting. Are they waiting for lower prices or raw materials? If so, unless our reasoning is based on unsound grounds, they are likely to wait in vain. Or, are they waiting for stable prices, be they high or low? This seems more reasonable. But

THIS BUSINESS WAS BUILT UPON

ideas

—ideas crystallized into action and made practical by men experienced in the needs of business concerns. Our ideas working with these alert, progressive houses resulted in success for both, in very great increase all along the line.

LET THESE MEN BUILD UP YOUR BUSINESS

HOMER J. BUCKLEY, directing the service end of the business, offers clients the co-operation of these able specialists:

—P. M. BRYANT

Mr. Bryant specializes on sales plans and campaigns. He has been extremely successful in increasing the number of dealers for several large manufacturing concerns. His research work is thorough, his recommendations practical and productive.

—S. C. BILGER

There are few men equal to Mr. Bilger in his department—that of correctly interpreting the message. Pulsating copy, inimitable style, mingled with a wonderful fund of good humor—and (mighty important), all of it bringing in business.

—FLINT McNAUGHTON

Editor of "Ideas," author of "Intensive Selling," "More Business Through Postcards," etc., Mr. McNaughton is a recognized authority on market analysis, house organs and enclosures, and gives to every client an unusual amount of analytical help.

—JOHN H. CLAYTON

Nationally recognized as an authority on advertising typography developed through preliminary dummy layout. Mr. Clayton, through his ability to put his finger on fundamentals has been remarkably successful in building business for his clients through direct mail methods.

You Can Greatly Increase YOUR Business Too

by letting us co-operate with you—by allowing us to make suggestions for building up your business through the various angles of Direct Advertising, at which we specialize.

If you're interested—and of course you are—you'll take the minute necessary to dictate a letter now—**FOR BUSINESS HELPS AND SUGGESTIONS.**

**BUCKLEY,
DEMENT
& CO.**

634 Sherman Street
CHICAGO

*The Test of an Advertisement
is whether it makes people
want the goods—*

EVERY business letter is an advertisement. Make it create desire by crisp, convincing argument—typed on clean-cut, crackling

Old Hampshire Bond

The standard paper for business stationery

To use Old Hampshire Bond is to add favorable impression to strong argument. Many a case is won by the lawyer's manner. Nearly all friends are made by pleasant impressions. The letter that pleases while it convinces has a *double* power.

Let us send you the Old Hampshire Bond Specimen Book and literature containing valuable suggestions for business-letter writers. Please write on your firm letterhead.



Old Hampshire Stationery

A writing paper of character for every social and formal need. Boxed in a number of distinctive sizes, tints and textures for men and women. Ask your stationer—or write for samples.

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASSACHUSETTS

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when will business make up its mind that stable prices have been reached?

I shall give but one illustration of the shortage that now exists in the essential commodities of peace. The case I shall cite is typical of industry generally.

The manufacturers of cotton goods were suddenly called upon to switch their industry that had been "set" or "gauged" to produce the goods of the civilian trade to the production of the goods of war. The war found the cotton mill men working on well established lines, producing just about goods enough (or a little bit more), to meet the needs of our home people. War stepped in and told them that they must reorganize their smooth running factories and produce the goods of war. The result has been that, for the past two years, their factories were working about 40 per cent on the goods of war, and about 60 per cent on civilian goods. More than this. The disruption of organization has resulted in a loss of efficiency in the production of civilian goods of at least 20 per cent, so it is safe to say that the production of cotton goods such as you and I wear has been but about 50 per cent of normal since the war began. To give you an idea of what this means I will say that this 50 per cent shortage amounted, in 1918 alone, to upwards of 7,000,000,000 square yards of cloth!

When one takes into account the fact that much the same thing has been going on all over Europe, and for a longer period of time, are there any grounds for the belief that there will be an oversupply of the world's cotton goods in the near future? Only an overproduction can bring lower prices.

COMMODITY PRICES CANNOT RECEDE

I have endeavored to demonstrate that commodity prices cannot, in reason, recede very far from present levels; indeed, indications point squarely, I think, to higher levels.

In view of the above, should not



MAKE
OR MAB
YOURSELF

A Reader of

THE NEW SUCCESS

MARDEN'S MAGAZINE

Writes:

"I have read THE NEW SUCCESS and can say it has been the means of my closing a deal amounting to several thousand dollars."

"Reader-interest" is a hackneyed expression; but it has a real meaning when applied to such a medium as THE NEW SUCCESS.

Dozens of striking, unusual, spontaneous letters from readers who have been helped by this magazine come to us daily. Thousands of them come to us in the course of a year.

Any advertiser with a message for intelligent, earnest, serious-minded men and women will receive a most gratifying response to his advertising in this medium.

Announcement

Our present advertising rate of sixty dollars a page, twenty cents a line, holds good for the August and September issues only. Our circulation has grown so rapidly since the present rate went into effect, that the space is now worth one hundred and twenty dollars a page, thirty-five cents a line. That will be our rate beginning with the October issue. Last forms for the August number close July 1st.

THE NEW SUCCESS

1133 BROADWAY, NEW YORK CITY
CHARLES H. DESGREY, Adm. Mgr.

Western Representative: Charles H. Shattuck
Peoples Gas Building, Chicago

Eastern Representative: Lee & Williamson
381 Fourth Avenue, New York

MANUFACTURERS OF ENGINEERING EQUIPMENT

will find the Spanish and Portuguese speaking countries a worthy field for cultivation. With a population of over one hundred million, these countries offer big possibilities for the sale of engineering and contracting equipment and industrial machinery.



A monthly
edition in
Spanish
and
Portuguese

EL INGENIERO Y CONTRATISTA

has been the pioneer publication for over four years, and is producing returns for its advertisers.

It will pay you to learn
of our facilities for de-
veloping foreign business.

DODWELL & CO., Ltd.
159 Water Street New York

the business man now begin to trim his sails to meet the wind blowing from that quarter, and should not he bear in mind that high price-levels and active business conditions go hand in hand?

Will business choose this theory and work in accordance with its teachings? Or does it prefer low price-levels and a depressed and stagnant condition?

Paper Loses Money, but Won't Take Advertising

The Chicago Federation of Labor finds itself called upon to solve the problem of how to make a paper pay for itself without selling any advertising space. At a recent meeting of the federation it was reported that the *New Majority*, a weekly labor paper of Chicago, was losing money at the rate of \$1,000 per month. It was pointed out that the paper's circulation is only 5,000, despite the fact that there are 300,000 union men and women in Chicago. A committee of twenty-one was appointed to try to boost the circulation to a point where the federation would be justified in turning the paper into a daily. The plan is to continue to refuse to accept advertising.

It does not exactly appear just how the federation expects to make a daily pay when a weekly wouldn't, but the federation is going ahead on that basis.

Representatives Prepare for Outing

The twelfth annual outing of the Representatives' Club, New York, will be held at Gedney Farms, N. Y., Friday, June 27. Field sports, tennis, baseball and golf will be engaged in during the day, followed by a dinner at night. A list of valuable prizes will be distributed among the winners of the various athletic events. Those in attendance at the dinner will receive souvenir favors, consisting of well-known nationally advertised products. Percy L. Atkinson, of *Cosmopolitan Magazine*, will act as toastmaster.

The train for Gedney Farms leaves the Grand Central Station at 12:35 P. B. Bowen, of *Outlook*, is chairman of the outing committee.

A. B. C. Members to Be Entertained

In connection with the convention of the Audit Bureau of Circulations, to be held in Chicago, June 19 and 20, the members in attendance will be guests of the advertising council of the Chicago Association of Commerce on the evening of the twentieth. It is promised that unique entertainment will be provided and that speakers of national prominence will be on the programme.

THE SOUTHERN PLANTER

ESTABLISHED 1840

RICHMOND, VA.

The oldest Agricultural Journal in America, after
a career of nearly 80 years as a monthly,
changes to

Semi-Monthly

commencing July 1, 1919. At the same time the type page
will be enlarged to 700 agate lines. The present rate of
35c per line will remain in effect up to and including Dec.
15, 1919, issue. Beginning with Jan. 1, 1920, issue the
rate will be 50c per line based on 90,000 circulation.

RETURNED \$7,000

"Efficiency calls for cash and brings the bacon home"

Advertising Department,
The Southern Planter,
Richmond, Va.

Climax, N. C.
May 15, 1919.

If you can, spread on a little more black ink and add
some space; do so in reciprocation of what I intend to
hand you next month in the way of a boost advertisement.
Suffice it to say that my last advertisement got me about
\$7,000 of business I had to return on account of advance
in price, to say nothing of what orders I filled, which was
some. If you will give me time, I will run it all up on my
Burroughs.

Yours very truly,

J. M. FIELD, Planter.

(Mr. Field expended \$25 for a 72 line advertisement.)

Member Audit Bureau of Circulations

THE JOHN M. BRANHAM COMPANY, Special Representatives
New York Chicago Detroit St. Louis Atlanta

THE SOUTHERN PLANTER
RICHMOND, VA.



Princess
COVER PAPER

**EXCELLENT
FOR EXPORT
CATALOGS**

INTERNATIONAL ADVERTISING

The shrewdest and most successful advertisers know the direct appeal of a Catalog or Booklet covered with "*Princess*" Cover Stock. It is obviously a business man's paper. It will arrest and attract the casual glance, and direct attention to the inside pages introducing your products.

A forceful, business building piece of literature advertising your respective line, covered with *Princess Cover*, will originate a catalog of exceptional appeal. In any of the twelve colors, good taste and fine distinction are displayed. The surface is especially adaptable to unusual treatment with type matter, embossed effects or color work.

Instruct your advertising department to send for free sheets of *Princess Cover Paper* for dummy purposes. All of the twelve colors are supplied in either plate or antique finish, and in several sizes and weights.

C. H. DEXTER & SONS

Incorporated

Windsor Locks

- Connecticut

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Seven Cities of Japan Advertised in America

Japan Society Presents Facts for Business Men, Tourists and Students in 1919 Campaign

FOR about five years there have appeared in this country occasional advertisements dealing in a general way with the attractions of Japan as a wonderland for tourists and an opportunity for business men.

This was part of the work of The Japan Society, Inc., and during 1919 the advertising is being continued, featuring the leading cities of the empire in a series of full pages in national publications.

The organization, which numbers 1,400 Americans and 100 Japanese, was founded in 1907 by a group of people interested in promoting better understanding between the two nations. It is not of a commercial character, and political and controversial subjects are not dealt with in its publicity, but it aims to develop good will by teaching the public more about the admirable qualities of our trans-Pacific neighbors and about the Empire they are building.

For some time this was done by means of receptions and dinners to noted guests, press notices of these events and by bulletins, exhibitions and general publicity. Then the fact was recognized that the practical method of getting such facts or ideas before the public was to advertise, and this led logically to a planned campaign. By assembling information concerning trade conditions and business opportunities in Japan, it is considered the Association may be helpful to manufacturers and merchants of the United States.

The mediums selected were seven monthly magazines and three New York papers.

The plan is to stimulate interest in Japan among a class of people who would naturally follow such a lead by "reading up" on the subject, planning a trip to that fascinating part of the world, or even entering into business re-

lations with the Island Empire.

The series of layouts comprises eight brief descriptions, in each case dealing with something quite specific, which is illustrated by a pen-and-ink heading. Seven cities are described, each in a separate piece of copy, while the eighth tells of the Inland Sea, one of the world's beauty spots, that is too little known by travelers.

The cities are characterized in a phrase, as: "Osaka, Greatest Industrial City in the Orient," "Nikko, the City of Ancient Temples," and "Kobe, Japan's Greatest Export Centre." The other cities advertised are Tokyo, Yokohama, Nagasaki and Kyoto.

The story in each instance is told in three paragraphs, while a fourth is devoted to the Japan Society and the service it offers, without charge, to those interested.

The text of the Tokyo advertisement indicates the nature of the announcements, playing up both the solid commercial or industrial facts and the historic, scenic or social points of interest.

TOKYO.

The Capital of the Japanese Empire.

With the Imperial Palace and House of Parliament situated here, this city, with a population of over 2,500,000, is the centre of the chief industry of the Empire—silk and wool weaving, silk spinning and tobacco manufacturing. The chief exports are confectionery, sake (rice wine), hemp cord, machinery, rubber-coated cloth, cement, shoes and Soya beans.

A recent census showed 355 banks, 586 schools and 134 hospitals. With 160 miles of tramways covering the city the fare is but 2½ cents. Reports show 23 commercial companies capitalized at \$5,000,000 and over.

Thirty-three theatres and 23 public parks with every conceivable form of amusement make Tokyo the gayest city in the Empire. Now under construction is the new \$2,000,000 Imperial Hotel, to be operated on the most modern American plan, the very last word in comfort and convenience. Miles of cherry trees that in the spring are bathed in glori-

Big New York Chance for Solicitor

A Metropolitan newspaper wants advertising solicitor. New York experience not necessary. Live, aggressive, enthusiastic man who never admits defeat. Largest possibilities for most ambitious, if real ability is demonstrated. Write full particulars, salary expected, etc. Communications strictly confidential.

Address

A. B. C. Box 54
Care of Printers' Ink
185 Madison Ave.
New York

ous blossoms line the streets and afford grateful shade in the hot months.

If interested in Japan—whether for trade, investment, travel or study—communicate with the Japan Society. Here you will find the information and advice you have been seeking. This Society of 1,400 Americans places at your disposal its Trade, Travel and Service Bureau, its News Service, Publication Department, and its Trade Bulletin.

How may we serve you?

JAPAN SOCIETY
(Organized 1907)

165 Broadway

New York

Inquiries received from this advertising are answered by the Society with letters and booklets or are referred to some organization which can take up the matter in detail, whether it be a query about the hotel rates in Formosa or the opportunities for selling American tooth brushes in Korea.

Two interesting ideas of general application are developed by this campaign. First, that even in advertising which offers nothing for sale and is strictly non-commercial in character, the effective way to reach the public you desire to influence is to buy space in the appropriate medium and fill it with a message that is crisp, clear and *specific*.

WHAT HOME CITIES MAY LEARN

The other thought is that if Tokyo and Kobe need advertising, our own cities probably need the same tonic. The Japan Society through its national campaign is going to make our people acquainted with the worth-while facts about Kyoto and Nagasaki, but many of the places between Boston and Nippon will remain comparatively unknown. And there are quite a few such cities stretched between Cape Cod and San Diego.

Douglas Dunbar, of the Japan Society, briefly stated the case for paid advertising of facts or theories that are to be given publicity: "We formerly depended on press accounts of our dinners or other write-ups of our activities, but we found that was not sufficient. So we have developed a planned campaign which we hope to follow up year after year, just as consistently and carefully as if we had something to sell."

ANNOUNCING

*The***STANDARD RATE & DATA QUARTERLY***The National Authority***Purpose—**

To supply the ever-increasing demand for a standardized service, embodying the most highly perfected and authoritative compilation of rates and circulation facts combined, of over five thousand publications throughout the United States. To eliminate the present loss of time and waste of money now necessary to keep accurately informed of the constant changing of rates and circulation statistics.

Contents—

Over 5,000 publications are listed—daily newspapers—general magazines—women's publications—mail-order journals—agricultural papers—business periodicals. Rates shown on each, as complete as the publishers' individual rate card, together with an exhaustive and detailed analysis of circulation according to class of media. Over seventy pages facts and figures never before thought possible to put in standardized form—size 11x13—weighs less than 12 oz.

Price—

Your interest in any or all advertising questions emphasizes your real need for the Standard Rate & Data Quarterly. Revised accurately every three months. You would not do without it. We will gladly send you a copy for

**FIVE DAYS
FREE TRIAL**

**\$15 PER
YEAR**

WRITE TODAY

Standard Rate & Data Quarterly

154 West Fort St.

Detroit, Mich.

AMONG the advertisers who use direct advertising matter produced by the Stubbs Offset Method are many who are leaders in their respective fields.

They made their choice after a broad experience with letterpress printers and other offset printers.

Stubbs Offset Method rarely costs more than ordinary printing; and frequently costs less.

THE STUBBS COMPANY

Offset Printers

DETROIT

MICHIGAN

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Consistency in Use of Silhouette

HESIG-ELLIS
CHEMISTS

MEMPHIS, TENN., May 31, 1919.

Editor of PRINTERS' INK:

We have been very much interested out here in the article in your issue of May 22 headed "Our Old Friend the Silhouette."

While I was at Huyler's we ran a series of little silhouette advertisements and which I still contend to be the best advertising Huyler's have done in the last ten years.

Our present campaign in the women's publications, as mentioned in the article in question, carries the line, "Study Your Silhouette."

We are really, it seems to me, the only advertiser to-day who is sticking to the old silhouette style absolutely.

It seems to the writer that you have struck a very interesting note in your article, and we only regret here, because of the fact that we are devoting so much time and attention to the silhouette, that a "commercial art manager" failed to give us much recognition.

HESIG-ELLIS, Chemists,
BENJAMIN AKIN, Manager.

WHILE Hessig-Ellis, in their very unusual silhouette campaign, have almost trademarked this form of illustration, for a connected series of advertisements, other firms are employing them in somewhat the same spirit and with continuity.

A number of these were, in fact, mentioned in the article on silhouettes referred to. In some instances, the advertising for an entire year has adhered to the crisp, black technique and made a distinguishing mark of it.

It is granted that in the Hessig-Ellis series the very name, silhouette, becomes an active fundamental of the appeal, and the use of the illustrations is further validated by specific request to "study your silhouette." It is a clever adaption and one that deserves praise, for it clearly establishes the fact that there is "always a new way to handle an old subject."

—(Ed. PRINTERS' INK.

E. B. Cooke With "American Seedsman"

Edison B. Cooke has been appointed advertising manager of the *American Seedsman*, Chicago. He was formerly representative of "MacRae's Blue Book."

COPY MAN

wanted

Patent Medicine Expert

THIS is a very hard job at a high salary for the man who can *show proofs* of patent medicine or closely kindred advertising, which has sold goods.

This man is keen, analytical, tremendously thorough, and knows humanity inside out. He is probably an ex-reporter with a nose for news, who has always crammed a hundred words of meaning into twenty words of type. Don't think you can do it because it sounds easy, and please don't write unless you have had some years of experience in these lines. Only past performances count on this job—it's too big for experimentation. Send no samples but tell us the whole story with names of the accounts you have handled.

Address

"D. R.," Box 56, Printers' Ink

Artist with 14 years of managing experience, seeks connection with high class advertising or printing establishment in New York.

Qualifications:

High class figure artist; painter, fine colorist; originality, can deal with customers and visualize their ideas in attractive, modern dummies and lay-outs.

Extensive experience in general and direct-by mail advertising.

Thorough knowledge of the reproductive mediums, of paper, colors and their possibilities in order to obtain the best results.

Can direct the printing of letter press and lithographic. Address H. De M. Box A. Care of Printers Ink

185 Madison Ave., N. Y. C.

A. B. C.

after their usual painstaking, careful, accurate, rigid and exact audit of our books credit us with a net-paid circulation for the six months ending March 31, 1919, of

14,177

Our Government statement covering circulation of Chester (Pa.) dailies, the

Chester Times and The Morning Republican

for that period read 14,104.

No returns, no premiums or inducements. Bought exclusively on their merits by a discriminating clientele—composing a purchasing power worth cultivating. They'll stay sold, too!

Foreign Representative

FRANK R. NORTHRUP

303 FIFTH AVENUE NEW YORK
Association Building, Chicago

Advertising That Has Affected National Life

(Continued from page 6)

have here the critical ears of the friends of Guido Ciccolini 'could discover no quality in Ciccolini's wonderful voice not also present in the re-creation.'

"The current advertising of the Emerson Phonograph Company does not seek to sell the classic records, but it is selling music, just the same. 'Do you like music,' it queries, 'the kind that sets your feet a-drumming and your lips a-humming?' Of course, the answer is Emerson records.

"The object of this long language on piano and phonograph advertising," Jackson continued, "is to drive home the point I am trying to make—namely, that the phonograph manufacturers and the piano manufacturers have, through their advertising, sold music to the American nation. They have, by their advertising—at least this is my opinion of the matter—changed America from one of the least musical nations into one of the leading musical nations of the world!

"Think of what a widespread, almost universal influence, music now has on this nation. Big movie theatres support large symphony orchestras which play several times a day and which render the highest sort of music. And the public eats this music up. The public appreciates it—because the public has heard most of the high-brow pieces on player-pianos or phonographs. Highbrow artists, vocal or instrumental, tour the country and are greeted by enormously enthusiastic crowds and gigantic receipts wherever they appear. Popular sheet music sells into the millions of copies because, along with the advance in the sales of 'canned' musical machines has come a corresponding increase in the number of human piano-players. Community song festivals are quite the thing. Almost every person is pretty sure now-

THE REGINA MORNING LEADER DELIVERED BY AIRPLANE

Regina, Monday, May 26th—The Regina Morning Leader was delivered at Moose Jaw by Airplane this morning, arriving two hours ahead of usual schedule.

As Usual The Leader Leads

Service to its advertisers and readers is the predominant thought of The Leader Publishing Co., Ltd. Airplane deliveries of The Morning Leader will be made to Weyburn, Assiniboia, Indian Head and Qu' Appelle within the next few days.

The Regina Morning Leader

***Saskatchewan's Greatest
Advertising Medium***

"Attention!"

A client of ours wants a big man for a big job.

The position is one of close association with a board of prominent men in a great Eastern city, and directly under a remarkable national character who heads a large selling office force.

The thing being sold is not a commodity but an idea.

Successful appeals are being made by direct work and follow-up letters, to men in every State and County in the Union. The position is to formulate and direct these appeals. No publicity advertising is involved.

The appeals have many different angles of approach—to men of \$3,000 per annum income and others on up to the millionaire. There are still other appeal angles—commercial and patriotic—combined with the financial—and some disassociated therefrom.

Other approaches are contemplated through three differently aimed publications of small size, but to be bristling with interest.

The position must be held by a man who, on having the idea stated, will be sold on it. And the right man surely will be sold, for the idea is not only ideal, but worthy of the best efforts of the best man alive!

The task is not suited to inexperience, but to a man with a vision—a real "human"! To a man whose big experience and talents fit him to write,—to both brain and heart, copy which wins.

The position is bristling with interest and carries responsibility and power. The salary will be commensurate with the position—the responsibility—the man.

Replies to this advertisement need not exceed two hundred to three hundred words, and the actual name of the writer need not necessarily be disclosed in the first communication. We agree, on request, to hold inviolate from out client until you release us, your name if you give it.

Our client asks us to lay before him the selected names of a half dozen big men with whom he may correspond and whom later he may meet, at his expense, if they wish to meet him.

No man in the country who checks up with these specifications and is interested, should fail to respond.

This is a high grade, big job—and the man is wanted at once!

THE KNIGHT COMPANY

137 South LaSalle Street

CHICAGO

days of hearing some livening, cheerful popular music, or some really fine highbrow music at least once a week.

"All the old-time worries and fretting and fuming over the non-musical character of the American nation is at an end. If an appreciation of music is necessary to make a nation great, then, believe me, no one need fear for the future of America.

ADVERTISING MADE THE NATION
MUSICAL

"I may be wrong but I think that this change has come about through the advertising campaigns waged by the manufacturers. There was no overwhelming demand at the start for talking-machines and player-pianos. Both of them were considered more or less of curiosities. The manufacturers didn't, like the auto factories, have to double and treble and quadruple their capacities over night to keep up with the demand. It was a forcing process with these musical instruments at first. Father and mother and sister had to be shown and shown again just what the automatic piano-player would do for them before the machine was bought. Phonographs were simply queer new things until the makers began selling music to the public and sold the phonographs on the strength of getting this music to the public at a cheap price.

"Of all the wonderful advertising campaigns of recent years which have vitally affected the United States I think this sale of music in enormous quantities to a notoriously non-musical people is the most striking. What other campaign can compare with it? What other campaign has, by the sheer strength of its advertising, so tremendously changed our entire national characteristics? Certainly automobile advertising hasn't, because automobilism did not have to be sold to the public—the demand for this speedy, cheap mode of transportation and pleasure was all ready and waiting. The advertising

"When Seconds
Count"



"Catalogs
—Quick!"

Give us the plates and copy, and whether it's a million run or not, we'll give you a delivery date that the entire K-L organization will stand back of. Many large national advertisers and mail order houses bank on K-L service.

Kenfield - Leach Company

"Chicago's Leading Printers"
610 Federal Street, Chicago



**Parcel Post
Carrier**

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

Made Only by
Chicago Carton Company
4433 Ogden Ave. Chicago, Illinois

Sales Executive

New York State Manufacturer of Nationally Advertised Line Seeks a Sales Executive with experience in planning and directing intensive selling campaigns.

Present selling force of successful representatives must be enlarged under his direction and selling plans placed on a modern and efficient basis.

New product is to be marketed in connection with present line.

Familiarity with Hardware or Cutlery Trade will prove helpful, although not essential.

Please state age, previous experience in full, and salary at which you would consider a change.

Address "J. W.," Box 57, care of Printers' Ink.

merely sold individual cars. The canned-food advertising has made a big change in our household economics, but it hasn't changed our national characteristics to any very appreciable extent. Correspondence-school advertising has simply supplied the insatiable demand of Americans for the means of getting ahead; it hasn't changed a non-ambitious people into an ambitious race. Office-supplies advertising has had a vital effect upon our business enterprises—it has made them keener, more efficient, more systematic, but it hasn't changed any deep-rooted tendencies. Many other campaigns have put over difficult propositions to big successes, but right now I can't think of anything that can be compared in the magnitude of results to this selling of music to us—and I've thought quite a little about the matter lately.

"I'd like to know," Jackson concluded, "what other people think about this—whether there are any other advertising campaigns which have so vitally affected our national life and so greatly changed long-established, fundamental characteristics. What do you think about it, anyhow?"

"I think," I declared with a grin, "that you've handed me another PRINTERS' INK story."

And I turned to my typewriter and began hammering this out.

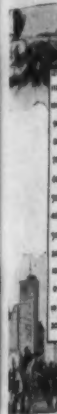
F. E. House Back with Powers-House

Lieut. Frank E. House, Jr., has resumed his former position as secretary of the Powers-House Company, advertising agency of Cleveland. Mr. House was recently discharged from the Service, where he was aide to General Fleming, of the 158th Brigade Field Artillery.

Daniel R. Ellinger has been released from the army, and has returned to the Powers-House Company, in the creative department.

Fletcher Company Has Truck-Tire Account

The Polack Tyre & Rubber Company, New York, manufacturer of solid truck tires, has placed its advertising account with the Fletcher Company of Philadelphia.



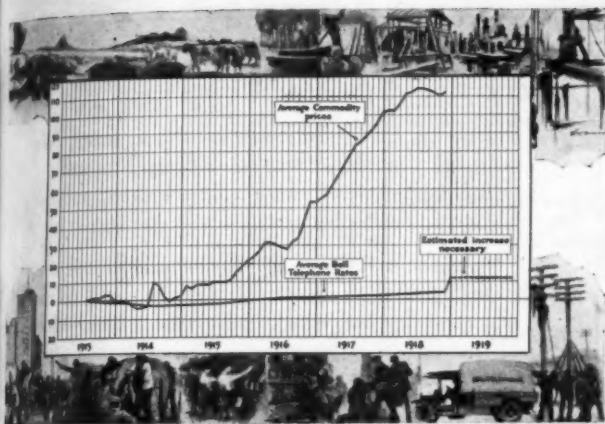
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A Comparison of Costs

A graphic picture of the high cost of doing business is shown by the rise in a long list of commodity prices during the past five strenuous years.

By the exercise of unparalleled economies, telephone rates have been kept almost unchanged.

The fact is, the increase in the cost of commodities has resulted in what is equal to a decrease in telephone rates. In other words: The dollar which was spent for the telephone has bought more than twice as much as the dollar spent for the commodity.

The activities of reconstruction which are now upon the nation have put a great burden upon the telephone. This condition has made necessary an advance in telephone rates.

This advance does not exceed an average of eight per cent; almost negligible as compared with the advances in other lines of industry, yet enough to cover the increase in the cost of operation.

Only through adequate revenue can there be assured the maintenance of a high standard of telephone service.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

"Electrotypes—Quick?"

Then it's "**Rapid Service**" you want. We can fill your Electrotypes orders, Promptly—Efficiently—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotypes Company

W. H. KAUFMANN, President and General Manager


Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what **Rapid's Service** means.



BETTER PRINTING

The kind of printing you put out represents you, willy-nilly. Are you willing to be judged by the printed matter you are now using, as we are by the printed matter we are now producing? *Better printing* truly mirrors the prestige and the dignity of a house.

PUBLISHERS PRINTING CO.

217 WEST 25TH STREET

Chelsea 7840

Selling the Plant to the Workers' Wives

"Delco" Family Week" Made Them Better Acquainted with Their Husbands' Jobs and the Advantages Offered by the Company

By Roy Dickinson

WOMEN as well as men are apt to be against anything that they don't understand, and this age-old instinct in human nature is one which has a direct bearing on production and sales. Securing the co-operation of salesmen's wives by winning their understanding of conditions under which their husbands work has received the attention of big executives for some time.

The National Cash Register Company, if you will remember, had a convention of 375 married women, the wives of selling agents and salesmen of the company. Their husbands were not there, being off selling goods. The six-day convention is estimated to have cost the company \$50,000, but it was undoubtedly of value.

Many a sales manager has said: "If Jones only had the right kind of a wife he would be a better salesman. As for Bill's wife, Mary, she helps him—she's his anchor to windward—and she helps make his sales records look like a man walking uphill instead of a wobbling, waving line. Lizzie Jones only kicks because Jones isn't home on time, and says he neglects her for his business, and, believe me, the talk he gets from her shows in his sales records, too."

Out of a realization of these facts came the convention of salesmen's wives, which many firms have adopted with great profit to themselves and their salesmen. Executives of big business are beginning to realize that the character of the home influence has also a tremendous effect on the morale of their working men, from the vice-president down to the foremen and the skilled labor under them. It has been discovered that the womenfolks are also

on the payroll—are oftentimes the most important part of it—and to get their good will and understanding is a valuable asset to any industry. Men quit their jobs when there is a lack of interest at home.

At a time recently when there was a great scarcity of labor and men seemed to be very uneasy and changed from job to job at the slightest provocation, the Pierce-Arrow Motor Car Company advertised to the workers' wives in order to secure their interest and co-operation. Five different car cards were run at one time in Buffalo and some of the appeals were directed to the wives and to nobody else. A good-looking woman was shown buying a hat in one of the downtown department stores. "She chooses from the best," said the caption. "Her husband's job is steady. He'll always make good money at the Pierce-Arrow." Another one showed her shopping for clothes. "She takes the better one, because she is sure of her husband's steady job and constantly increasing wages." Another card illustrated the worker and his wife in their old age sitting under the family lamp with a picture of the plant above them and the caption said, "Old age does not mean discharge at the Pierce-Arrow."

PACKARD'S PICTURES OF THE PLANT

Working on the same principle, the Packard Motor Car Company some time ago used moving pictures to interest the home folks. Invitations were sent to all the men's families, certain specific departments were shown in the moving pictures and the interest attached to each one was brought out through visual instruction, which spoke all languages and ac-

BARGAINS

In Addressing Machinery and Stencil Cabinets

We have outgrown the capacity of our subscription machinery and offer it for sale, all in good condition, at about half manufacturers' prices:

Two No. 1 Rotary (D.C.) motor-driven self-feeding Addressing Machines with Dick Mailer strip and proofing attachments. Capacity 10,000 per hour.

One Wrapper Cutter, for No. 1 Rotary Addressing Machines, producing wrapper up to 15 inches wide and from 8 to 14 inches long.

One Counting attachment for No. 1 Rotary. One Automatic Stencil Selector (pick out) for No. 5 Duplex Addressing Machine.

One Self-feeding Stencil Punch for automatic pick-out on No. 5 Duplex Addressing Machine.

One No. 3 hand-feeding motor-driven machine for addressing labels, cards, circulars, etc. Capacity 2,000 to 4,000 per hour.

Fifteen Oak Stencil Cabinet Units. Capacity 10,000 each.

(Manufactured by the Rapid Addressing Machine Co.)

Nine Steel Stencil Cabinets. Disappearing steel curtain doors with spring locks. Capacity 75,000 stencils each.

One thousand Stencil Trays.

(Manufactured by The General Fireproofing Co.)

For particulars address The Literary Digest, Room 19, 354-360 Fourth Avenue., New York City.

For Three "Live" Young Men

One of the largest New York Agencies wants three virile, ambitious young men, ready to dash right into the very heart of production work.

Not a beginner's job! They must be thoroughly familiar with the mechanics of advertising,—engraving, art work, composition; they must understand requirements of publications and above all be able to take initiative.

The pay is good at the start—and better later on. The opportunity is unlimited for the right men. If you can qualify, write.

Address "M. W.," Box 64, Printers' Ink

Note: Your letter will be held strictly confidential.

quainted the wives with the work their husbands were doing.

The most recent example of this general tendency of the times is found in the case of the Dayton Engineering Laboratories Company, with its Delco Family Week, which started on May 12. One of the interesting features of this departure is that it did not come as a result of the plant suggesting it or the president deciding it in his back office, but was a suggestion made in April by F. R. Shomaker, of the Junior Frame, and Fred L. Case, of the Chemical Laboratory. It was recommended by these men that a family week be held in order to give the families of the employees a chance to see where their folks worked, and opportunity of seeing the wonders of building Delco apparatus.

Soon after the suggestion was made it was adopted, and a "Book of Delco" was started in preparation. The idea was to publish this book and give it to the families of the employees as they made their trip through the factory. It was to be an elaborate affair and contained the picture of every employee of Delco. As was explained in the house-organ called "Delco Doings," pictures were taken for that purpose. It was also suggested at the time that men in each department should decorate their own department. A prize was offered for the neatest and best decorated department in the plant. Every department was to have a display of the parts that were made, assembled or milled in that particular part of the factory.

WOMEN VOTED ON NEATEST DEPARTMENT

Again, the winning group of men were to be selected, not by the officials of the company, but by the families themselves. A little card was prepared and each individual voted the ballot after she made a complete trip to the plant. In the early accounts in the house-organ this contest was explained and it was pointed out that consideration would be made for certain departments where it was more difficult to keep tidy and neat

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We Hate to Be Rushed on a Job, But—

When a closing date looms dangerously near, such trifles as time and space can't stop a real live agency. And while we don't guarantee to do a four color job over night, we do promise that in an emergency we'll do everything but fly to catch the publication! Try us and see!

The TRICHROMATIC Engraving Company

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C.

J. H. TRYON

C. A. GROTZ



Put Selling Power into Your Letterheads

Rich, colored lithographed letterheads of the character Gugler turns out arrest attention and gain a favorable impression that places your message on the proper sales footing.

They can be used to "play up" your plant, your product or your trade-mark—whatever you wish to emphasize most.

Gugler service, based on years of broad experience, assures you of originality of ideas, perfect handling of color, perfect presswork.

Let us submit samples and suggest a striking and effective design for your sales letter.

MILWAUKEE AND CHICAGO.

Wanted— **A PRODUCT**

A Southwestern manufacturer of soft drink with an unusually complete plant wants a product for distribution during the winter months which he can either manufacture and sell or warehouse and sell through his sales force and regular distribution channels.

The plant includes complete beverage making and bottling machinery, a large five story refrigerated warehouse and other storage houses. Ample supply of artesian and hard water.

The company maintains a well organized sales force covering three states, a fleet of delivery trucks in four of the Southwest's largest cities, and the management is well acquainted with trade and business conditions throughout the entire territory.

The product desired may be either an exclusive cold weather proposition, or an all-year seller, and in either case the facilities for its manufacture can be enlarged to take proper care of the business. Ready for operation September 1st, 1919.

The company is well backed, financially; well known throughout the three states its business covers; and is desirous of connecting only with individuals or concerns whose product or products are worthy of its consideration and effort.

Address, with full particulars
"M. F.", Box 58, care of Printers' Ink,
185 Madison Ave. :-: New York City

and it was also explained that the voters were to be given instructions in this respect. In order to make the award perfectly fair, no decorations were to be placed until the word was given. No particular date was set for the family week.

A committee to prepare things for the week was appointed, and the co-operation of everybody in the plant was asked to help the committee put the week over. Preparations in certain departments for winning the prize were mysteriously suggested and interest kept high. Near the end of April cards were passed around with a blank space upon them, where a man was asked to write the number of folks in his family who were going to make the trip to the plant. Notice was given to each employee in plenty of time as to the particular day in the week his folks were to attend. Each man was urged to talk the family week up to the people at home. In this one particular instance of talking up preparations to the folks an interesting note is struck. In so many plants nine out of ten only tell their home folks the hard knocks and disagreeable things that happen at the factory. Everything that happens at the plant is told with a growl and a grouch, and the wife and children, after having had the black side of things at the plant painted to them for so long, have firmly fixed in their minds that the plant is a bad place to work. The first inkling that there is another job somewhere, the whole family boost for a change, and the original plant loses a good workman and labor turnover takes a jump.

After the cards were distributed and the returns counted the results were given to the workmen again through the house-organ. Thursday morning the official count of all the cards of the returns was made, and it was found that 3,600 people would visit Delco during the family week. "This will mean that the entertainment will run at least ten days, as it will be impossible to take that many people

The Atlanta Journal Atlanta, Ga.

106,945

MOTOR CAR LICENSES
have been issued in Georgia
so far, this year.

In no other full calendar
year has the number reached
100,000.

Advertising in The Journal
Sells the Goods

Photoplay Journal

(DON'T CONFUSE THE NAME)

Announcement !

Effective June 15th
the advertising rate
advances to 40c. per
line—\$150.00 per
page—based on guar-
anteed circulation of
50,000.

Definite orders received be-
fore July 1st accepted at
old rate of 25c per line—
\$100.00 per page covering
remaining issues of 1919.

Published in Philadelphia
by CENTRAL PRESS COMPANY,
422 Land Title Bldg.

Represented in the East
by S. M. GOLDBERG, 303 Fifth Ave., N.Y.

Represented in the West
by JOHN A. TENNEY, 929 South Mich-
igan Ave., Chicago.

a man who can do things by mail

He is a very human young chap with the knack of talking on paper.

For half-a-dozen years he has marketed by mail articles ranging from millinery to molasses. He is a recognized authority on sales letters, and his articles on advertising, merchandising and salesmanship have been featured by leading business publications.

He is now head of the Dealers' Service department of a nationally-known firm, but is seeking a wider opportunity. Just the man for some recognized agency, publisher or manufacturer. Will go wherever The Big Chance beckons.

YOU write him to-day.

"Direct Mail," Box 55, care of
Printers' Ink.

EXCELSIOR

Foremost Mexico City Newspaper

Announces the publication of a PICTORIAL ROTOGRAVURE SECTION

A Sunday feature backed by the strongest and sanest national circulation in Mexico. Make your reservations of space now for the Fall issues.

Last April Mexico imported from the United States \$12,555,000. Seven millions more than Argentina, five millions more than Chile, and three millions and a half more than Brazil. Mexico is the nearest, logical market.

Address our New York office for Rates,
Copies and Information.

EXCELSIOR

R. de Llano,
New York Representative,
Times Bldg., New York.

The home of EXCELSIOR is also the home of "REVISTA DE REVISTAS", the national weekly, and "EL AUTOMOVIL EN MEXICO", a monthly automobile journal reaching the trade and the car-owner

through in a week and give them the advantage of seeing everything," so said that week's issue. In the meantime, a bunch of the young men around the plant were taken through by a leader and trained as guides with as much care as the guides in the Congressional Library or the museums of Europe receive.

Family week finally got its start on May 12. All care had been taken beforehand to make things run smoothly. Places had been arranged so that the womenfolk could stop a bit for a rest. A special room was fitted up for young babies and a nurse was placed in charge of it. Suggestions were also asked of the men as to other arrangements for the comfort of the visitors, and many of them were accepted.

The May 17 issue of the house-organ said that 2,000 persons would make the trip during the first week. A schedule had been drawn up to take care of 400 people a day, and the crowds were keeping right up to the mark. Thursday afternoon 500 people went through the plant. That was the largest number, and the large crowd was handled by the previously trained guides with ease.

Special exhibits in each department held the attention of the visitors. No mention was made of any particular exhibit in the house-organ in order not to prejudice the workers' wives in their selection of the prize-winning exhibit. Several suggestive topics were handed to the workers' wives, in order that they might make suggestions after their trip through the factory. Then arrangements were made to receive and sort these suggestions, as to any way in which the plant might be made better. Souvenir books and toys to the children were given out, and punch and water were served to the older members of the families.

A special orchestra entertained the families of the workers upon their arrival and departure. By the middle of the week it was apparent that so much interest had been taken by the employees

ANNOUNCING THE APPOINTMENT OF

MR. EDWARD P. BOYCE

AS EASTERN ADVERTISING REPRESENTATIVE

OF

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD**THE GIRLS' COMPANION****YOUNG PEOPLE'S WEEKLY**

AND

NEW CENTURY TEACHER'S MONTHLY


WITH OFFICES AT 95 MADISON AVENUE, NEW YORK

DAVID C. COOK PUBLISHING COMPANY


WESLEY E. FARMLOE, ADVERTISING MANAGER

ELGIN, ILLINOIS

JUNE 12, 1919



A House Is Known By Its Representative



Similarly a concern is judged by the class of
printed matter it sends out.

The question, therefore,

Who Is Your Printer?

has become a very important one to the Sales-
manager.

In Canada for over thirty years the name of
"ACTON" has stood for the "BEST" in printing.

*Write us about your Canadian advertising
matter. We can save you money and enable
you to use the "Printed in Canada" imprint.*

ACTON PUBLISHING CO., Limited

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Designers

Publishers

Head Office

Also

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MONTREAL, CANADA

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WANTED

A Publisher's Executive

THE Publisher of a high grade national medium of large general circulation, is looking for a strong man of thorough publishing experience to fill a high executive post. This means a man whose head is clear on the fundamentals of publishing, advertising, circulation and promotion. It means a man of ideas and the tact to get them carried out. With the right man compensation and future will be easily adjusted. Location in New York. Information is requested by letter, but positively confidential treatment of it is guaranteed. *Address, Mr. T. A. M., Manhattan Club, New York City.*

wives that the reception would last fully two weeks.

Very often, in a large plant people in one department do not know the work that is going on in others, and see only their own small share of the finished job. As family week started, a suggestion was made by one of the telephone operators in the plant that every employee should be allowed to take a trip through the plant to get a vision of the scope of the enterprise and the problems facing the management. This suggestion was adopted and announcement was made that every employee who has never been through the plant and would like to make the trip would be given the opportunity to do so just as soon as the family week was over. The importance of the individual's job can be shown in no better way than to point out to the worker how his work fits in to the work of everyone else and what departmental co-operation really means in the success of the final product.

It is a safe bet that the first Delco Family Week will merely be the first of a series of such weeks and that the management and employees will profit a whole lot.

When Pete Smith, of Department 17, stays to attend a foremen's meeting on the very night that his wife has prepared a specially cooked beefsteak and invited some friends in, it is more than an accident. It is almost a calamity to Mrs. Pete. And it shows up in her husband's work. When Mike Jatufsky, No. 1176, takes home a book on tool-making to study and his wife wants to see the "Wildcat of Paris" at the circus, trouble is apt to start in the Jatufsky family. And Mike's morale drops with a thump. Getting the viewpoint of the company and the idea of co-operation over into the workman's home is an interesting development in the new industrial era of to-day, and family week will probably do a lot to bring back the personal contact that is so often lost when the number of workers gets up into the thousands.

A Salesman and Sales Manager A Big Producer Seeks Wider Field

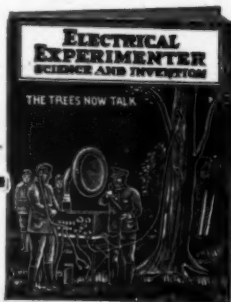
A forceful, vigorous, natural-born "seller," who for 8 years has out-sold all others with present firm, desires connection as Sales Manager or Eastern Representative with progressive organization offering bigger opportunity.

He has been very successful in developing new business, placing new products on the market, and directing the work of other salesmen.

He is 31 years of age, over 6 ft. tall and weighs 200 lbs. He is aggressive but friendly, pleasant but shrewd, well educated, widely traveled and a good talker.

He considers future prospects more important than immediate profits.

"F. S.," Box 59, Printers' Ink.



97% GAIN IN ONE YEAR

The July "Experimenter"

carries 16,640 lines of paid display advertising exclusive of all house ads. This is a gain of 8,160 lines over July 1918 and the twelfth consecutive month to show an increase of over 25%.

Circulation over 125,000.

EXPERIMENTER PUBLISHING CO.
233 FULTON ST., NEW YORK CITY

Western Representative
J.B. FINUCAN, Hartford Bldg., Chicago

George Seton Thompson Co.

Planning
Copy & Art
Printing
Mailing

**Advertising
SERVICE**

Booklets
Circulars
Catalogs
House Organs

122 West Polk Street, Chicago
Wabash 7316

**WHERE IS YOUR
COMPETITION?**

Advertisements being published in newspapers throughout the country will show you where it's weakest or strongest. We can furnish you the clippings from any section of the country.

CENTRAL PRESS CLIPPING SERVICE
Suite 1109 K. of P. Bldg., Indianapolis, Ind.

WHAT is the best way of making a store attractive in the summer time? Read "The Lure of Coolness," page 1, June 3rd issue, Retail Public Ledger, or send \$1 to Room 219, Public Ledger Building, Philadelphia, for a year's subscription, twenty-four issues of what has been called "the best business-building magazine in America."

DRY GOODS**MERCHANTS TRADE JOURNAL**

Has a larger proven paid circulation among rated dry goods, department and general stores than any other dry-goods paper. Ask for A.B.C. statement and sample copy.

Chicago Des Moines New York
Indianapolis

FURNITURE**MERCHANTS TRADE JOURNAL**

Has a larger proven paid circulation among rated furniture merchants than any other furniture publication. Ask for A.B.C. statement and sample copy.

Chicago Des Moines New York
Indianapolis

**MERCHANTS NATIONAL
HARDWARE JOURNAL**

An unusually good buy. Ask us the reason why, and also ask for sample copy.

Chicago Des Moines New York
Indianapolis

S. P. C. A.**Week Goes Over Strong,
Helped by Advertising**

Children's Aid Enlisted by Poster Contest—Concentrated Effort for Brief Period Likely to Be Adopted by Many Societies—Advertising Looked Upon As Fundamental

A VICTORY Loan Week and a parade of a Division of returned heroes from the Great War is pretty strenuous competition for any other campaign along the same line. The national "Be Kind to Animals" Week as reported from two New England States, with the help of some advertising, however, went off with flying colors between April 21 and 27. The Victor trade-mark, "His Master's Voice" was utilized as one of the leaders and a special lantern slide shown in motion picture houses throughout the States represented a beautiful collie dog listening to the words, "Be Kind to America" from a horn. The slogan of the Society for the drive, "Over a Million Horses and Dogs Have Suffered and Died in This War," appeared under this picture.

The Massachusetts S. P. C. A. offered two sets of prizes for the best posters, open to all schools in the State. More than 300 were received in response to this prime offer and about half of them selected for public exhibition. Ten thousand copies of an eight-page pamphlet, prepared by W. M. Morrill, were sent to grammar schools on Humane Day, April 22, as a basis for general school exercises. A special three-minute address on the "Value of a Sparrow" was used as a basis of sermons for ministers on Humane Sunday, and copies of other three-minute addresses for use in schools and other meeting places were sent out and used. Window displays were also used throughout the States and proclamations by two New England governors and appeals by mayors were reprinted and utilized extensively.

"The Base Ball Paper of the World"

THE SPORTING NEWS is recognized as the only baseball paper by the National Commission. It has a complete corps of correspondents covering the country wherever organized baseball is played. More than 300 baseball questions are answered and disputes settled weekly, thus establishing THE SPORTING NEWS as the undisputed baseball medium. As an advertising medium it is 100 per cent plus efficient in reaching male readers with "Money to Burn."

The Sporting News

Published Continuously Weekly Since 1886

Such national advertisers as Lucky Strike Cigarettes, Bull Durham Tobacco, Velvet Tobacco, Prince Albert Tobacco, Coca-Cola, Wrigley's Gum, Tuxedo Tobacco, A. G. Spalding & Bros., A. J. Reach Co. and many other leaders in various lines use THE SPORTING NEWS persistently. Because of the unique character of THE SPORTING NEWS every national advertiser and advertising agency should have complete data on file.

CHARLES C. SPINK & SON

Tenth & Olive Streets, St. Louis, Mo., U. S. A.

Chicago Office
326 W. Madison St.

New York Office
225 Fifth Avenue

NEW ENGLAND TEXTILES

**150,000 Cotton and Woolen Mill Workers
Get An Increase of
15 Per Cent**

This is a ninety-eight per cent increase in wages in a few years.

Increase in wages in one line of industry usually brings a similar increase in many, if not all, of the other lines in this great manufacturing section.

The big pay envelope of the workers is getting larger in New England, so it is the greatest section of the country for your trial and regular campaigns. A well filled purse will open to advertising far more readily than a lean one.

Here are 15 cities of these well-to-do workers:

WORCESTER, MASS., GAZETTE
Daily Circulation 29,625 net paid A.B.C.
Population 190,000, with suburbs 250,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,326 A.B.C. Audit
Serves territory of 130,000

**BRIDGEPORT, CT., POST and STAND-
ARD-TELEGRAM**
Daily Circulation 48,000
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily Circulation 26,959
Population 150,000, with suburbs 175,000

NEW LONDON, Ct., DAY (Evening)
Daily Circulation over 10,300—3c copy
Population 30,000, with suburbs 60,000

WATERBURY, CT., REPUBLICAN
Daily and Sunday—11,083 net paid
Population 73,144, with suburbs 100,000

PORTLAND, ME., EXPRESS
Daily Circulation 25,263
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
A.B.C. Daily Circulation 11,068 net
Population 22,000, with suburbs 40,000

**MANCHESTER, N. H., UNION and
LEADER**
Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Daily Circulation 6,989
Population 39,656, with suburbs 150,000

LOWELL, MASS., COURIER-CITIZEN
Daily Circulation 18,145 net paid
Population 114,366, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 15,121
Population 89,336, with suburbs 100,000

SALEM, MASS., NEWS
Daily Circulation 18,355 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 42,883 net paid
Population 100,000, with suburbs 250,000

**TAUNTON, MASS., DAILY
Gazette**
Daily Circulation 5,721 net paid A.B.C.
Population 38,000, with suburbs 53,000

EACH OF THE NEWSPAPERS here
named is a power in its home com-
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Other States co-operated with the New England States in putting over the "Be Kind to Animals Week." In Florida an extensive campaign by direct mail advertising was utilized and complete suggestions made for celebration of the week. Mayor Baker, of Portland, Oregon, also issued a proclamation, in which he said, "Animals mean much to the person who is thinking right. For the person who is not, the Humane Laws have been devised. They need the moral support of the public and, therefore, the annual week is set aside as a reminder."

Special weeks for a nationwide concentration upon a given thought, originally used by commercial houses, were worked so successfully during the last three years that they will probably always exist among us for some years to come. Hundreds of societies and fundamental ideas have not yet been advertised.

The Army in its recently announced advertising campaign for the first time has recognized the professional advertising help of agencies and the use of agencies was specified on the original request for an appropriation. If the bigness of advertising, and its essential need in the success of every great national activity is properly presented to the societies who have things to sell of interest to the American public, whether it be care of animals or the value of saving money, many new accounts will be developed and the societies will, undoubtedly, profit to a greater extent than they have in the past.

Joins Atlas Portland Cement Company

Joseph M. Armstrong has become associated with the service department of the Atlas Portland Cement Company, New York. He was formerly assistant to H. C. Bursley, promotion manager of the Murphy Varrault Company, Newark, N. J.

Hartford "Post" Reduces Price

The Hartford *Post*, which recently changed ownership, now sells at two cents instead of three cents as formerly.

POINTS TO REMEMBER:

Portland, Maine

EVENING EXPRESS

25,263

net circulation for entire year.

1. Largest Circulation of any Maine daily.
2. Circulation considerably larger than all other Portland dailies combined.
3. Portland is the center of these activities of Maine; wholesale, jobbing, retail, financial and social.

THE EXPRESS

reaches 90 per cent of the people of Portland and its immediate suburbs.

The Julius Mathews Special Agency
Boston—New York—Chicago

THE HEART

of the people
of a city

is won by doing things for the people's good as well as giving them all the news.

The Bridgeport Post and Standard - Telegram

(Connecticut's Largest Circulation!)

has this platform:

1. Port of Bridgeport development, greatest possible stimulant to growth and prosperity of city.
2. Extension of City Plaza to water front to create park there for the people, with municipal ferry to Steeplechase Island.
3. Erection and maintenance by the city of adequate number of public comfort stations.
4. New public library so equipped and managed as to be a real "people's university."
5. Adequate civic center, with buildings that will be a credit to the city.

The Julius Mathews Special Agency
Boston—New York—Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 MURRAY HILL. President and Secretary J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg. Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line—net. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
John Allen Murphy Roy Dickinson
Frederick C. Kendall Burnham McLeary
Helen A. Ballard

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JUNE 12, 1919

Oversold Output Is Advertising Impetus

Among the factors which make advertising such a dominant force in American business is the faith of the largest investors in the printed word.

It wasn't so long ago—as a matter of fact has the time really passed?—that a manufacturer curtailed his advertising because his factory was oversold. The old cry, "Nothing to advertise; I'm flooded with orders," ruled.

Fortunately for the manufacturer, this view has given way to sound merchandising. The advertiser to-day sees the value and necessity of intrenching himself in the market he has won, even though the counter attack of his

competitor seems far off, even improbable.

Back in the days when the world was engaged in position warfare it was a principle that a portion of captured line must be consolidated without delay. The whole idea was this—a section of the enemy's line had been captured but that enemy's dominant purpose was to reform his forces and counter attack. Sometimes the position was lost and taken a dozen times.

This necessity of consolidation, of digging in and preparing for the counter thrust, exists in business. And the more important the position held, the more tempting is the counter attack desire.

The Goodyear Tire and Rubber Company recently threw a bulwark of newspaper pages between its business and competition. This concern advertised that in spite of an output increased to an average of 24,536 finished tires a day, it had been impossible to meet existing demand for its product.

The consumer is told that the Goodyear Company regrets its inability to serve all of its customers, despite its increased production.

The dealer is not neglected. The consumer is asked to overlook any shortage in the dealer's stock because of the impossibility of keeping that stock complete. This is another link in a remarkably fine consolidation.

All this goes to show that this keen advertiser knows that it does pay to advertise aggressively even though the factory output is sold out a long way ahead.

Perpetuating a Personality

There is one thing the chief can't hand down to his son when he dies. It's more important than the trade-mark, more valuable than the whole plant, the stock of raw materials on hand or the list of customers—it is his gift of democracy in dealing with the men, the force of his personality which makes the business live. The vice-president of one of America's leading industrial firms made

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a remark like the above recently—the same thought is undoubtedly in the minds of many other executives.

Under our present economic system capital is long-lived, but the driving force which built up the particular business, the personality which was able to maintain, even in a complex industrial establishment, the personal contact which makes men work *with* a concern, instead of *for* it, too often dies with the individual.

Then the human touch is lost, the petty boss—often the only representative of management with whom the worker comes in contact—assumes autocratic powers, morale wanes, and an old-established concern starts to slip backward.

Word-of-mouth advertising has assisted in perpetuating personalities from time immemorial, before the day of the moving type. More recently names like those of A. T. Stewart, Marshall Field, Gerhard Mennen and a host of others registered in the public mind, through consistent advertising, carry over the personality which built up the business into succeeding generations.

In the same manner a constructive labor policy, granting self-expression and representation in the industry, by consistent advertising to the personnel of the business and to the general public, can perpetuate fair dealing and build up for all time good will and a good name, which is priceless.

As for Instance

A certain well-known playwright has a never-failing comeback for the destructive critic. "I don't like that second scene in the first act," such a one will say, "it violates all the principles of dramatic unity, the lines are weak, and the characterization unreal."

"Yes," the playwright will say with polite expectancy—getting out a paper and pencil—"you would suggest something in place of it, as for instance, . . . ?"

The editor thinks often of him,

this brilliant young playwright, and then doesn't come across when someone asks him to act as judge and jury in the case of a certain piece of copy. Snap judgments on the pulling power, efficiency, "punch," or value of copy are usually about as valuable as dollar bills were to Robinson Crusoe, and the man who gives them is scarcely in for a popular or happy time.

Without any investigation of the product, medium, audience, merchandising plan, policy and a few other fundamentals, the copy that a critic liked, would be interesting as a study of the critic's psychology, but valueless as a final judgment. Don't ask the editor, therefore, to judge the merits of a piece of copy. If he knew, he would write a better piece himself, *as for instance.*

Has A. E. F. Affected Copy Angle? What does the returned soldier think of the selling appeal in your copy? It's really worth while seeking the answer to this question because the man from France is sure to be a potential customer of yours no matter what your business may be.

Few men return with unchanged ideas. Most of the A. E. F. members have gained by the overseas sojourn. Selling talk that once sold goods to them has lost its appeal now. Only the other day an officer seeking a new civilian outfit was amused by a certain store's copy. "Why don't they make it all English or all French?" he remarked after reading the advertisement.

The jargon of French phrases with English irritated him, and although he previously had been a customer of that store, he went elsewhere for his clothes.

Picayune, you say? Is anything really trivial that prevents you from selling your product?

Most of the men coming home are well fed up on "the boys over there" sort of appeal. To say they are surfeited is to put it mildly. Straight from the shoulder selling

talk is what they want, if what they say is true.

Tell them your product is well made; that it is durable. They're interested in that side of things now. "I'll never crowd my feet into a pair of shoes like that," one of them told a shoe salesman. "I've a good pair of feet now, and I want to keep them."

Durability, comfort and health. These points seem to stand out, and in many cases have won against extreme style. Don't think the overseas man doesn't want good style, he does. But he wants the other qualities with it.

Men who are going back to executive positions are going to demand the same sort of selling talk. They have seen how vital it is to have articles of worth. They are going to dig below the fluff and frills to search for real facts. Of course, if facts come to them without the trimmings they won't bother digging.

At first glance it seems that the A. E. F. veteran will be a harder man to sell than he was before he started France-ward.

But this will be an opportunity for the right sort of advertising and sales appeal.

When Manufacturers Get Together

The plan of the Illinois Manufacturers' Association to establish a co-operative export department in New York is one of the most interesting business developments that has come to the attention of PRINTERS' INK in a long time.

These manufacturers, many of them in competing lines, are willing to forget fear and jealousy and work together for the common good. They are planning to merge their export advertising facilities. The catalogue they probably will send out will be impartial in its presentation of the products of the numerous manufacturers. Each man will take his chance of getting his share. If his competitor bests him why, then, the thing is worth while, anyway, because it has brought just that much more business and

prosperity to the Central West.

Manufacturers when disposed to shy at co-operative effort in the way of advertising and selling could well afford to learn a lesson from the labor unions. Statisticians tell us that organized labor comprises only about seven per cent of the country's population. But just see the way the labor unions win out time and again. They win because they adopt a policy and then go through with it. Whatever may be the criticism of their methods—and this criticism often is justified—it must be admitted that they stand together and stand hitched.

A noisy minority most of the time can beat a silent majority. You see this in politics, in business and in nearly everything else. Decent people fail to vote or split up their efforts, and the "gray wolves" get into office. Manufacturers are timid, jealous or indifferent and lose out on selling opportunities that united action could bring to profitable accomplishment.

The Illinois manufacturers are showing that united effort in the way of boosting export trade can be exercised without any special legislation being enacted. There is no pooling of prices. There is only a sane, sensible getting together on the advertising and selling part of the export problem. Competitors these men are and will remain. But they are proceeding on the theory that the more noise about the Central Western products they help to make in foreign markets the better it is going to be for everybody in that part of the country who makes goods to sell.

No big advertiser, or no little one for that matter, is going to get absolutely all the fruit of his efforts. If he holds back because he does not want others to grow with him, he can't grow himself.

Recognition of this principle is what helped make great men out of F. W. Woolworth, Marshall Field and a lot of others. You are going to see it more and more generally applied in the country's advertising—particularly in the export end.

ARGENTINA

—and the River Plate

In 1918 Argentina's total export and import business was \$1,261,633,349 (U. S. Currency), of which the United States did a total of \$305,077,349.

The same constructive selling and advertising ideas that you use here, applied to the Argentina market will *hold* America's \$305,077,349 business, and will get a large share of the balance.

LA NACION, the great National Argentina Daily, every morning reaches the distributor, jobber, merchant and big consumer of Argentina. LA NACION is recognized as the most enterprising newspaper in all South America. It spends \$30,000 a month in cable tolls to get the news, and maintains editorial offices in New York, London, and Paris.

Tell Argentina and the countries of the River Plate (Uruguay and Paraguay) about your goods through LA NACION. Secure distribution, create demand and entrench your product through the columns of this influential National Newspaper.

LA NACION

A National Newspaper with an International Influence

BUENOS AIRES, ARGENTINA

General Business Representative
No. 1 Wall Street, New York

A. EUGENE BOLLES

United States Advertising Director

R. M. VANDIVERT,

Eastern Advertising Manager,
120 West 32nd Street, New York.

CHAS. B. BLOUNT,
New England Advertising Manager,
444 Tremont Bldg., Boston.

JAMES A. RICE,
Western Advertising Manager,
58 East Washington St., Chicago.

To secure Trade from South and Central America, Mexico, West Indies, Spain, Portugal, etc.,

ADVERTISE IN

EL COMERCIO
Established 1873



The Oldest Export Trade Journal in the world.

Circulation Audited by A. B. C.

Sample Copy, Circular Rates and full particulars upon request.

J. Shepherd Clark Co.

Editors and Publishers

BURNET L. CLARK, President & Mgr.
114 Liberty St., New York City

➤ MAXWELL

Can help you round out your sales-campaign! Snappy copy, designs, analysis of markets. Investigation of territories.

VISION! Write P. O. Box 113
Baltimore, Md. ➤

Wanted: To Buy a Business

Would consider a good food product, toilet preparation, or something similar. No patent medicine.

Must be an article thoroly tried and of real merit. Need not be large at present, but one well distributed and capable of big possibilities. Must be able to stand strict investigation.

Please write, giving full details, including length of time article has been on the market, its present sale, cost of manufacture and price.

Address "B. R." Box 63, care of Printers' Ink.



Howell Cuts 

for houseorgans
direct mail and
other advertising

ask for proofs

Charles E. Howell • 305 Fifth Ave. New York

The Complaint of the Poor Abused Copy Writer

STUEBENVILLE, OHIO, June 2, 1919.

Editor of PRINTERS' INK:

As a regular and much-pleased reader of PRINTERS' INK I hope that I have a right to make a few statements concerning Frank H. Williams' article in your issue of May 29, entitled "Copy Writers, Won't You Please Live Up?"

Mr. Williams is eminently correct in his assertion that advertisements need a little more "life" in them, but what I want to know is why the man who acts as critic over his ad writers does not keep his blue pencil off them when some poor devil does show spirit enough to get a little humanity in his ads? I am willing to wager a box of choice cigars that 98 per cent of the heads of the big agencies would refuse to pass an advertisement that was anything but cold, commercial and comatose; and I'm not a copy writer either, at the present time.

Go ahead and agitate adding to the red corpuscles in ad writing, but for heaven's sake give the copy writers a chance by putting your stamp of approval on some of their efforts, even though their effort may not please you. You've blue penciled their stuff until you've cowed them and caused them to be afraid to submit anything with any life to it for fear you'll accuse them of "trying to get funny." I have written copy, a good deal of it, and one or two of the best things, in my humble judgment, that I ever wrote, repose in the archives of a certain firm's "written but not used."

Yes, Mr. Williams, your article is interesting; your point is well taken, your argument good, and if you have copy writers under you, as I imagine you have, what chance do you give them? Do you encourage the use of a little initiative, or do you take keen delight in "chopping" to pieces the good stuff that is put before you for your OK? If you accept it as written, then the writer of it has some pride in it, some encouragement, some incentive to take another and more concentrated fling at it.

Personally, I think the copy writer, whoever he is, of the Prince Albert Tobacco firm spreads it on too thick, and I'll bet you another cigar that the man who writes that is "boss" in the establishment, whether it is an advertising agency or the tobacco company itself. It must pull, as they keep hammering away along the same old line, but to me it is silly. Nice that we do not all see things alike. Maybe it's because I don't smoke and can't appreciate "smoke parlancia." Come again, Mr. Williams, we like to hear you rave.

BATNBRIDGE BRISBANE.

Fred Fox Made Business Manager

Fred Fox has been made business manager of the Houston, Texas, *Chronicle*, succeeding E. C. White, who becomes circulation manager of the St. Paul *Pioneer Press*. Mr. Fox has been with the *Chronicle* for ten years.

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Advertising Will Revive Languishing Industry

THE NEW YORK TIMES
TIMES SQUARE

NEW YORK CITY, June 5, 1919.

Editor of PRINTERS' INK:

The article by Roy Dickinson, which appeared in the May 29 issue of *PRINTERS' INK*, opens up a new field for advertising. It is an almost entirely new idea in advertising and its development will be most interesting.

The article states comprehensively the reasons for the decadence of the Wood-carvers' Art. If the plan suggested is carried out, I see no reason why the beautiful handiwork of this craft with all of its artistic value should not again take its proper place in the world.

There must be other similar trades, occupations, and arts, professions perhaps, which are languishing, but which intelligently and persistently advertised could be restored or put in proper relationship to our present civilization.

LOUIS WILEY,
Bus. Mgr.

Mr. Wiley brings out in the last paragraph of his letter a thought of value to all advertising men, and a new service which advertising can perform.

Many an individual who has never advertised could put the fundamentals behind his craft before the people of his town and the people of the country. Many an organization that has up to now depended upon the kind words of friends or puffs in reading notices could tell its story over and over again, but always in a different way through the power of paid advertising.

There is undoubtedly many a trade and occupation somewhat out of touch with present conditions which could be brought right up into the tide of popular interest by the right kind of advertising and sales campaign.

Mr. Wiley's letter also has a suggestion that many a corporation might find a new copy angle in searching into its own self for a corporate soul, and for the real place and service it is destined to perform in to-day's industrial life.

There is a chance for a great many new advertising campaigns by firms which have never advertised before along these lines.—
[Ed. PRINTERS' INK.]

Osteopaths Use Advertising to Influence Opinion

The Illinois Osteopathic Association has been carrying on an advertising campaign in various Illinois newspapers in an effort to influence the State Legislature to pass a bill removing certain restrictions on the practice of osteopathy in that State.

The object of the bill, which has been fought over for some weeks, is to amend the medical practice act so that osteopathic physicians "will be allowed to practice their profession unhampered by medical autocracy." For some time the osteopaths and their friends confined their campaign to personal presentations before the committees of the Senate and House. When the Senate committee reported the bill with a recommendation that it should not be passed, the osteopaths started out on a direct appeal to the people through advertising columns of the newspapers.

Page advertisements were run showing in some detail the educational qualifications for osteopathic physicians. In parallel columns were given the average hours in each branch of the courses in medicine and osteopathy with the idea of showing that an osteopath was fully as well qualified to practice as the doctor of medicine.

"If you are a friend of osteopathy, if it has been a benefit to you or your family, here is your opportunity," the advertisement says. "If all the satisfied patients of osteopathy will write to their legislators and express a desire that this amendment go through, it will go through. Write your legislators at once."

L. McNaughton Sales Manager of Cadillac

Lynn McNaughton has been appointed general sales manager of the Cadillac Motor Car Company, Detroit, succeeding Earle C. Howard, resigned. Mr. McNaughton has been with the Cadillac sales organization for fourteen years, and assistant to Mr. Howard for the last six.

Cuban Journalist Dies in Chicago

Don Nicholas Rivero Muniz, dean of Cuban journalism, and for twenty-four years director of *El Diario de la Marina*, one of Havana's oldest newspapers, died in Chicago last week. A few days before his death he received word notifying him that King Alfonso had bestowed upon him the title of marquis.

J. B. Nordhem Dead

Jetlee B. Nordhem, vice-president for twenty years of the John Anderson Publishing Company, Chicago, died in that city last week.

QUALITY and QUANTITY

Quality—The Magazine Speaks for Itself
Quantity—June issue 268,000

The large increase in our small town circulation is bringing results to advertisers of direct mail order business.

The Catholic Institution business is a very large feature and Extension Magazine is read by their buyers.

We will issue an Institution Buyers' Guide, early next fall and will give all advertisers using a sufficient number of lines in Extension Magazine, during the next six months, space therein, gratis.

Rate \$1.00 per agate line

EXTENSION MAGAZINE

Member of Audit Bureau of Circulations

General Offices:

223 W. Jackson Blvd., Chicago, Illinois

F. W. HARVEY, Jr.
General Manager

JAMES K. BOYD
Advertising Manager

Eastern Representatives:

LEE & WILLIAMSON, 381 Fourth Avenue, New York City

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Munsey's ...
Wide World
Bookman ...

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Cosmopolitan
Red Book ...
McClure's ...
Metropolitan
American Boy
Sunset ...
Photoplay ...
Motion Pictur
Hearst's ...
Everybody's ...
Boys' Life ...
Boys' Magazin
Green Book
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VOLUME OF
WOMEN

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Ladies' Home
Pictorial Review
Woman's Home
Good Housekee
Harper's Bazar
Delineator ...
Designer ...
Woman's Maga
McCall's ...
Modern Priscill
People's Home

JUNE MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES
FOR JUNE(Exclusive of publishers' own
advertising)

STANDARD SIZE

	Pages	Agate Lines
Review of Reviews.....	140	31,422
World's Work.....	132	29,568
Harper's Magazine.....	127	28,560
Scrivener's	107	24,061
Atlantic Monthly	97	21,863
Century	81	18,275
St. Nicholas	43	9,793
Munsey's	37	8,400
Wide World	18	4,032
Bookman	17	3,868

FLAT SIZE

	Columns	Agate Lines
American	367	52,608
Cosmopolitan	237	34,025
Red Book	221	31,700
McClure's	145	24,772
Metropolitan	143	24,364
American Boy	108	21,697
Smart	141	20,223
Photoplay	117	16,788
Motion Picture Magazine..	102	14,709
Illustrated	82	13,967
Everybody's	75	10,732
Boys' Life	79	10,720
Boys' Magazine	41	7,175
Green Book	47	6,806
Current Opinion	14	1,911

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
Vogue (2 issues).....	577	91,279
Ladies' Home Journal....	390	78,032
Pictorial Review	246	49,347
Woman's Home Companion	239	47,817
Good Housekeeping	305	43,647
Harper's Bazar	243	40,906
Defiance	194	38,888
Designer	153	30,647
Woman's Magazine	152	30,500
McCall's	149	29,804
Modern Priscilla	82	13,817
People's Home Journal...	61	12,308

The
public
pays more
for the
privilege
of
reading
Cosmopolitan
than it
pays for
the single
edition
of any
other
general
magazine

	Columns	Agate Lines
Mother's Magazine	84	11,817
Today's Housewife	26	7,376
People's Popular Monthly. 35		6,708
Needlecraft Magazine 35		6,677

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CARRY-
ING GENERAL AND CLASS
ADVERTISING**

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
System	389	55,754
Vanity Fair	252	39,969
Country Life	228	38,304
Popular Mechanics (pages) 156		34,951
Field and Stream.....	187	26,774
Popular Science Monthly 157		23,912
Physical Culture	142	20,308
House and Garden.....	126	19,927
Electrical Experimenter... 119		17,537
National Sportsman	121	17,334
Outers' Book-Recreation... 106		15,395
Theatre	89	15,085
Outing	86	12,371
The Rotarian	76	11,704
Forest and Stream.....	76	11,209
House Beautiful	71	10,968
Association Men	73	10,336
Extension Magazine	31	5,053
Illustrated World (pages) 21		4,748
International Studio 30		4,163

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
MacLean's	244	42,744
Canadian Home Journal... 129		25,849
Everywoman's World..... 106		21,270
Canadian Courier (2 May issues)	89	16,198
Canadian Magazine (pages) 62		13,944

**VOLUME OF ADVERTISING IN MAY
WEEKLIES**

(Exclusive of publishers' own
Advertising)

	Columns	Agate Lines
May 1-7		
Saturday Evening Post... 450		76,548
Literary Digest	287	43,702
Town & Country..... 144		24,305
Collier's	115	19,594

	Columns	Agate Lines
Leslie's	72	12,200
Outlook	63	9,374
Scientific American	48	8,291
Life	57	8,043
Independent	36	5,199
Christian Herald..... 29		5,064
Nation	25	3,534
Youth's Companion	16	3,209
Churchman	22	3,094
Judge	19	2,771

May 8-14

Saturday Evening Post... 432	73,563
Literary Digest..... 267	40,671
Town & Country..... 154	25,902
Collier's	120
Leslie's	78
Christian Herald..... 60	10,203
Outlook	52
Life	53
Nation	49
Scientific American	37
Independent	32
Youth's Companion	14
Judge	16
Churchman	14

May 15-21

Saturday Evening Post... 411	69,935
Literary Digest..... 267	40,599
Collier's	139
Town & Country..... 135	22,814
Leslie's	88
Scientific American..... 61	10,520
Life	66
Outlook	55
Independent	45
Christian Herald..... 31	5,129
Nation	28
Youth's Companion..... 19	3,920
Judge	17
Churchman	14

May 22-28

Saturday Evening Post... 393	66,843
Literary Digest	235
Collier's	102
Leslie's	66
Scientific American	58
Outlook	47
Life	49
Christian Herald..... 33	5,719
Independent	19
Judge	17
Youth's Companion..... 11	2,200
Churchman	15
Nation	14

Keep
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Does
 General Pershing
 spend \$4 a year
 to subscribe
 to The Outlook
 because
 he likes the fun
 of writing out checks
 or
 because he finds
 The Outlook
 worth reading?

Keep your eye open for a new campaign
 in the newspapers.

The
 Outlook

May 29-31	Agate	
	Columns	Lines
Saturday Evening Post.....	357	60,711
Literary Digest.....	231	35,189
Collier's	95	16,167
Leslie's	48	8,316
Scientific American	44	7,591
Youth's Companion.....	27	5,524
Life	38	5,379
Christian Herald	23	4,051
Nation	23	3,355
Independent	22	3,091
Judge	13	1,956
Churchman	12	1,738

Totals for May

Saturday Evening Post.....	347,595
Literary Digest.....	195,911
Collier's	97,326
†Town & Country.....	73,022
Leslie's	60,231
Scientific American	42,678
Life	37,106
*Outlook	32,304
Christian Herald.....	30,448
Independent	21,982
Nation	19,839
Youth's Companion.....	17,741
Judge	11,882
Churchman	11,046

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising)

	Agate	
	Columns	Lines
1. Ladies' Home Journal..	390	78,032
2. System	389	55,754
3. American	367	52,608
4. Pictorial Review.....	246	49,347
5. Woman's Home Comp..	239	47,817
6. Good Housekeeping....	305	43,647
7. MacLean's	244	42,744
8. Harper's Bazar.....	243	40,906
9. Vanity Fair.....	252	39,969
10. Delineator	194	38,888
11. Country Life.....	228	38,304
12. Popular Mechanics (pages)	156	34,951
13. Cosmopolitan	237	34,025
14. Red Book.....	221	31,700
15. Review of Reviews (pages)	140	31,422
16. Designer	153	30,647
17. Woman's Mag.....	152	30,500
18. McCall's	149	29,804

* 4 issues. † 3 issues.

	Agate	
	Columns	Lines
19. World's Work.....	132	29,540
20. Harper's Mag.....	127	28,540
21. Field & Stream.....	187	26,779
22. Canadian Home Journal	129	25,849
23. McClure's	145	24,773
24. Metropolitan	143	24,344
25. Scribner's	107	24,060

Hutton with Southwestern Advertising Co.

Samuel R. Hutton, who recently returned from Paris, where he was in the railroad operation service, has joined the Southwestern Advertising Company. Mr. Hutton was formerly advertising agent of the Delaware & Hudson railroad, with headquarters at Albany, N. Y., and prior to that was with R. E. Ayer & Son. He will be a director of the Southwestern agency, and associated with the Oklahoma City office of the company.

"Mothers' Magazine" Appointments

The advertising staff of *The Mother's Magazine*, Chicago, recently purchased by Nelson Agard, has been organized as follows: Paul R. Smith, Eastern advertising manager, and Joseph L. Gooris, representative in the East; Alfred J. Boaz and Charles J. Feldman, representatives at the Chicago office.

Wilbur L. Arthur, advertising manager of *Home Life*, becomes also advertising manager of *The Mother's Magazine*.

Pacific Coast Trade Paper Changes Name

Beginning with the June issue, the name of the *Pacific Coast Gazette*, San Francisco, is changed to *The Bohemian Confectioners Gazette*.

Hubert A. Kemp, formerly advertising manager of the Stromberg Home Devices Company and later business manager of the *Scale Journal*, Chicago, has become a partner in the company publishing the *Gazette*, of which he will be managing editor.

J. J. Floherty Leaves Tracy Parry

John J. Floherty, formerly vice-president of Tracy-Parry Company, Inc., Philadelphia, has been appointed director of sales promotion of J. A. Nippon Inc., silk manufacturer, New York.

Colborn Made Advertising Manager

C. F. Colborn has been appointed advertising manager of the *New York Evening Sun*. He has been connected with the paper as advertising accountant.

Motor Age
Motor World
Automobile Topics
Aerial Age
Commercial
Vehicle
Commercial Car
Journal
Farm Journal
Successful Farming
Country Gentleman
Farm and Home
Farm and Fireside
Farm Life
Better Farming
Rural New Yorker
Oils Farm
American Farmer
Agriculturist
New England
Homestead
National Stockman
and Farmer
Pennsylvania
Farmer
Practical Farmer
Michigan Farmer
Gleaner
Indiana Farmer's
Guide
Prairie Farmer
Orange Judd
Traveller
Wisconsin
Agriculturist
Wisconsin Farmer
Iowa Homestead
Wallaces' Farmer
Farm and Brooder
Iowa Farmer
The Farmer
Farm Stock and
Home
Dakota Farmer
Northwest
Farmer
Farmer's Mail
and Breeds
Kansas Farmer
Nebraska Farmer
Nebraska Farm
Journal
Nebraska Ruralist
Farm and Ranch
Oklahoma Farmer
Oklahoma Farmer-
Stockman
Farmer and
Stockman
Journal of
Agriculture
Missouri Ruralist
Missouri and
Kansas Farmer
Missouri Valley
Farmer
National Farmer
and Stock Grower
Progressive Farmer
Southern Planter
Arkansas
Homestead
Southern Ruralist
Inland Farmer
Southern
Agriculturist
Southern
Cultivator
Breeder's
Headline
Hoard's Dairyman
Kimball's Dairy
Farmer
American Fruit
Grower
Power Farming
Pacific Rural Press
California
Cultivator
Orchard and
Farm
Washington
Farmer
Western Farmer
Oregon Farmer
Idaho Farmer
Western Farm
Life

Tractor & Trailer
Memphis Weekly
Commercial-Appeal
Motor
Motor Life
American Motorist
Power Wagon
Auto Dealer and
Repairer
Motor Truck
Auto Trade Journal
Ford Owner
Automotive
Industries

"PRINTERS' INK'S" FOUR-YEAR RECORD OF JUNE ADVERTISING

GENERAL MAGAZINES

	1919	1918	1917	1916	Total
American	\$52,608	\$25,921	\$28,612	\$17,303	124,444
Cosmopolitan	\$34,025	\$24,441	\$28,584	21,932	108,982
Review of Reviews	31,422	17,061	27,373	24,217	100,073
Harper's Magazine	28,560	18,528	25,025	25,769	97,873
World's Work	29,568	17,412	22,146	25,258	94,384
McClure's	\$24,772	\$11,052	\$22,698	\$29,904	88,426
Metropolitan	\$24,364	\$17,511	\$18,778	\$25,242	85,895
Scribner's	24,061	13,474	20,051	17,486	75,072
Sunset	\$20,223	\$13,541	\$16,911	\$20,376	71,051
Red Book	\$31,700	\$13,755	11,236	12,251	68,942
American Boy	21,697	15,952	14,978	11,744	64,371
Atlantic Monthly	21,863	12,660	14,635	9,921	59,079
Century	18,275	11,328	15,485	13,868	58,956
Hearst's	\$13,967	\$11,477	\$10,057	\$16,969	52,470
Everybody's	\$10,732	\$9,697	11,868	14,917	47,214
Photoplay	\$16,788	\$11,573	5,766	5,396	39,523
St. Nicholas	9,793	8,892	11,262	8,850	38,797
Motion Picture Magazine	\$14,709	\$11,765	5,782	5,688	37,944
Boys' Life	10,720	9,319	9,337	7,406	36,782
Munsey's	8,400	5,844	5,574	9,564	29,382
Boys' Magazine	7,175	6,920	7,759	6,345	28,199
Current Opinion	\$1,911	\$3,524	\$3,858	\$5,958	15,251
‡Changed from standard to flat size.	457,333	291,647	337,775	336,355	1,423,110

WOMEN'S MAGAZINES

Vogue (2 issues)	91,279	74,776	86,406	85,846	338,307
Ladies' Home Journal	78,032	45,136	44,977	33,068	201,213
Harper's Bazar	40,906	34,663	45,533	41,186	162,288
Woman's Home Companion	47,817	31,172	33,114	28,154	140,257
Good Housekeeping	\$43,647	\$32,891	\$38,527	22,848	137,912
Pictorial Review	49,347	28,429	25,600	25,787	129,163
Delineator	38,888	33,130	21,504	17,634	111,156
Designer	30,647	26,475	18,449	14,084	89,655
Woman's Magazine	30,500	26,541	18,350	14,210	89,600
McCall's Magazine	\$29,804	\$25,692	12,128	11,988	79,612
Modern Priscilla	13,817	9,887	9,729	10,353	43,786
People's Home Journal	12,308	9,319	10,171	11,387	43,185
Mother's Magazine	11,817	6,796	7,554	8,022	34,189
Needlecraft Magazine	6,677	3,758	4,609	3,672	18,716
‡Changed from standard to flat size.	525,486	388,665	376,651	328,239	1,619,041

CLASS MAGAZINES

System	\$55,754	\$44,805	30,946	30,012	161,517
Vanity Fair	39,969	31,295	41,712	46,855	159,831
Country Life	38,304	27,720	34,006	32,798	132,828
Popular Mechanics	34,951	28,633	32,317	29,036	124,937
Field and Stream	26,774	18,267	23,545	18,641	87,227
Popular Science Monthly	\$23,912	17,908	23,998	18,754	84,572
House and Garden	19,927	14,386	16,638	14,604	65,555
National Sportsman	\$17,334	11,082	15,161	15,696	59,273
Physical Culture	\$20,308	\$14,410	11,166	9,371	55,255
Theatre	15,085	11,566	9,408	12,610	48,669
Outing	\$12,371	\$9,521	10,436	9,801	42,129
House Beautiful	10,968	8,265	10,403	9,229	38,865
International Studio	4,163	5,521	5,085	7,231	22,000
‡Changed from standard to flat size.	319,820	243,379	264,821	254,638	1,082,658

WEEKLIES (4 May Issues)

Saturday Evening Post	\$347,595	206,479	207,216	150,907	912,197
Literary Digest	\$195,911	105,166	103,337	92,884	497,298
Collier's	\$197,326	61,542	77,010	78,321	314,199
Town & Country	\$173,022	\$157,665	\$167,711	\$162,546	260,944
Leah's	\$60,231	34,105	\$40,545	39,134	174,015
Outlook	32,304	\$31,186	\$41,022	\$33,649	138,161
Scientific American	\$42,678	33,518	32,371	28,465	137,032
Life	\$37,106	\$25,010	\$32,114	\$32,847	127,077
Christian Herald	\$30,448	\$21,427	\$22,092	\$26,493	100,460
‡Smaller page size					
13 issues	916,621	576,098	623,418	545,246	2,661,383
5 issues					
GRAND TOTALS	2,219,260	1,499,789	1,602,665	1,464,478	6,786,192

BIG BUSINESS

OF

Total
124,444
108,982
100,072
97,873
94,364
88,436
83,895
75,072
71,051
68,942
64,371
59,079
58,956
52,470
47,214
39,523
38,797
37,944
36,782
29,382
28,199
15,291
1,423,118
338,307
201,213
162,288
140,257
137,913
129,163
111,156
89,653
89,600
79,612
43,786
43,185
34,189
18,716
1,619,041
161,517
159,831
132,828
124,937
87,227
84,572
65,355
59,273
55,255
48,649
42,129
38,865
22,900
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912,197
497,298
314,199
260,944
174,013
138,161
137,032
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661,383
786,195

Big Business is reading The Century, Big Business is reading and studying Mr. Glenn Frank's articles in The Century, because these brilliant and scholarly articles deal with reforms in industrial organization which must be instituted in this country if revolutionary social unrest is to be quelled.

Mr. Glenn Frank has set forth a far-reaching program of economic and industrial organization to which dozens of big business men, bankers, and public figures, readers of The Century, have eagerly subscribed.

The head of a big lumber company writes of the work of his company in maintaining industrial peace with their employees, and requests Mr. Frank to assist in devising modifications and improvements of their elaborate system of cooperation and profit-sharing.

The President of a great manufacturing concern with over 30 factories and more than 7000 employees, sends Mr. Frank the details of his construction plans, and demands a critical estimate of his comprehensive scheme.

One of the Vice-Presidents

of a metropolitan banking organization informs Mr. Frank that the bank's officers have been studying and marking up his articles, and so much discussion has arisen amongst them that the author will have to attend a "plenary session," and advise them as to the needs of the hour.

The President of a huge national mercantile association expressed his enthusiasm for the series of articles, and another national retail association reprinted one or two of the articles for all its members and their executives.

The President of a vast corporation with international ramifications sent a messenger for back copies of The Century because he had heard so much talk of the articles in financial circles, and later he wrote a letter full of hearty commendation.

These are only samples of the widely diversified evidences of interest in Mr. Frank's remarkable series of articles.

The series is continuing. Its audience grows rapidly in numbers and in enthusiasm. It is the sort of work which the public has a right to expect from The Century.

THE CENTURY MAGAZINE

ONE OF THE QUALITY GROUP

Fourth Avenue

New York City

The Little Schoolmaster's Classroom

THE Schoolmaster lays down chalk and blackboard eraser to remark upon a very subtle propaganda to which many advertising men, perhaps unconsciously, contribute. The fact that in most cases it is accidental propaganda even strengthens its value. The propaganda in question is the propaganda of toys.

Just a few examples. The family circle *motif* of the Round Oak Heating System shows little Mary nestling fondly in mother's lap, while both admire a china dolly. Another heart-interest picture is one of Monitor Stoves, where eyes are centred upon Willie playing with his wooden horse. The full-page copy of Bixby's Jet-Oil Shoe Polish shows a flock of husky youngsters tearing down the street on velocipedes. In a full-page advertisement of Stanley hardware, sister is pushing back the garage door to admit brother, seated in a gaudy Pushmobile.

The Schoolmaster hardly thinks the introduction of children's toys to give atmosphere to the advertising appeal is a part of the organized effort of the Toy Manufacturers' Association. But this does not lessen its value nor negate the fact that all these illustrations are helping to broaden the market for toys bearing, if you please, the label "Made in the U. S. A."

* * *

Retailers can often do things so much better than the national manufacturer because of the personal flavor they can inject into their advertising copy and the sly dig they can make at some competitor guilty of questionable practices.

A member of the Class sends the Schoolmaster a sample of a card used in the Louisville street cars in which Crutcher and Starks, leading exponents of the No Sale Plan, poke fun at the store which periodically slashes prices to "way below cost." Traced at back of the card is a spider web, while a

ferocious arachnida, holding a suit marked "\$40 reduced to \$24.75" lures a straw-hatted fly. But instead of snapping the baited hook, the said fly sagaciously remarks, "My eye! How could you have the face to charge so much in the first place?"

* * *

Two letters that have lately come to The Schoolmaster's attention are the best little good will builders he has met with in many a long day.

Writes one company, apropos of a mistake in postage:

"We mailed you a booklet the other day and we just found out that we didn't put enough postage on it. The only excuse we have to offer is that we asked the man at the weighing-machine in the old Postoffice Building about it before we mailed it, and he told us that two cents would carry it."

"We'd rather have hired a battalion of railroad presidents to deliver that booklet than to have had you annoyed by the extra-postage charge. We'll always feel we owe you something. Please forgive us."

As a matter of fact, the Schoolmaster never received this piece of "literature." The following postscript, therefore, was doubly effective:

"P. S.—If you didn't get our booklet, please let us know and we'll send one."

Which, of course, is exactly the course of action the Schoolmaster followed!

The second letter was written by the vice-president of the Hewitt Post to an officer of the Sherwin-Williams Co., and had to do with a similar blunder:

"Attached you will find our check in the amount of \$.06, which will buy an Owl cigar, or two three-cent stamps—the amount due you for postage which you paid on a piece of printed matter covering our \$25,000 war service, sent you a few days ago."

The Coming Market For Plumbing and Heating Goods

The Prosperity of American Agriculture is so generally conceded it needs no sustaining argument. The burden of the old-time Farm Mortgage is forgotten. The Farmer has money, plenty of money. He is spending some of it on himself and his family.

One of his dreams, in the old days of back-and heart-breaking grind, was of the time when he might be able to afford a home equipped with decent plumbing and efficient heating apparatus. That time has come.

Because the Combination Shop is best equipped to meet the needs of the farm business, it is through the Combination Shops of the agricultural states that many millions of dollars worth of plumbing and heating goods will be sold to this class of customers during the next year. And, of course, the open door to these shops is

Metal Worker Plumber and Steam Fitter

during forty-five years the recognized exponent of the Combination Shop field, an every-week influence leading to better engineering and more progressive merchandising.

Let us tell you the bare facts about the possibilities of this field.

Metal Worker Plumber & Steam Fitter

243 West 39th Street

New York

Affiliated Publications in the Building Field:

THE AMERICAN ARCHITECT :: BUILDING AGE

All Members of A. B. C.

➤ Before spending your entire appropriation, write to

MAXWELL, Box 113

P. O. Baltimore

You may have overlooked some points of importance

Let Us Analyze Your Campaign ◀

Advertising Manager Desires Change

Executive now earning \$3,200, desires change. He is specially well-qualified to handle advertising for a manufacturer of a product selling to industrial concerns, engineers, architects, builders, etc. He has proven ability on planning campaigns and on circular, trade paper and catalog work. Agency experience. Engineering graduate. Married, 30. H. B. C., Box 60, Printers' Ink.

WE APOLOGIZE to the Boston Globe

Owing to an oversight the **GLOBE** was not mentioned in our Half Page Adv. of LAST WEEK—

EVERY Boston Paper will use S. & M. Service to deliver their N. Y. Adv. Agency Checking Copies—(Boston 100%).

**HERALD POST GLOBE
TRAVELER TRANSCRIPT RECORD
AMERICAN ADVERTISER**

Publishers: We want to explain S. & M. Service in detail. May we?

Co-operative Service of Schworm & Mandel Inc.
450 Fourth Ave. N.Y. 7205-7206 Mad Sq.

**LEADING
NEWSPAPERS
MAGAZINES
& CATALOGUE
HOUSES**

are now
using

**ROTOGRAVURE
INSERTS**
*There must
be a reason*

NEO GRAVURE PRINTING CO.
200 WILLIAM STREET NEW YORK
Posters, Booklets and Folders

"This check will be cashed if presented to any bank in the United States, or if you will hold the check until I visit you next, which will be at an early date, I will accept it in exchange for the best dinner you can order, a pair of seats at the best theatre in town or ball park, or anything else that I may do in order to square the 'bone-head' pulled by our mailing department.

"Frankly, I will admit that this is my pet 'peeve' to-day. We devoted much time and some money to producing a piece of printed matter which we are sure puts over the story of our \$25,000 war service in a big way—and then the mailing department takes the 'kick' out of it by balling up the postage."

"An honest mistake," said a prominent advertising man recently, "is good will in the making. Correct it courteously and generously and it will yield you dividends out of all proportion to the cost."

He might have added that even a slip of two cents in postage, if handled adroitly, can convert the most confirmed Missourian into a life-long customer!

Down in Lynchburg, Virginia, in the sample room of the Smith-Bristol Shoe Company of that city, one of the decorations is the photograph of a young man, and underneath it a check drawn to the order of the company for \$1,000. Everyone who comes into the sample room sees the photograph and the check and is interested. The story back of it makes good copy both for the concern and the young man who sent in the check. Here it is:

Back in 1914, Roy R. Reynolds, of Henryetta, Oklahoma, was forced to take the benefit of the bankrupt laws and, after disburysing all of his assets, he still owed the Smith-Bristol Shoe Company over \$800. After the proceedings he had nothing left except confidence in his own ability and in the shoes which he sold made by the company which now proudly displays the check. With confidence

as his only
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as his only capital and a little tangible aid from his local banker, who also had confidence in his honesty, he started in the retail business over again and made good! On March 12, 1919, the Smith-Bristol Shoe Company, who had written off the account on its books, was surprised and delighted to receive a check for \$1,000 from Mr. Reynolds. In the lower left-hand corner were the words in his own handwriting, "In full." With the check the young man sent a photograph of himself, which the company prizes very highly.

The human-interest story back of the incident impelled the company to have a cut made of the check and photograph, and it hangs there to-day so all may see—an example of honesty and integrity—a fact that may serve as an inspiration to any visitor to the shoe company who may at the moment feel down and out.

* * *

That apparently simple command, "Follow the Green Line," down underneath the cellars of Times Square, has caused many a visitor to New York, and many a native, too, for that matter, moments of uncertainty, confusion and, in some cases, lurid profanity.

The fact that thousands of people have been urged to follow different colored lines in Mr. Shonts' pet puzzle has, however, been utilized to advantage by a New York waist house. Its booklet came to the Schoolmaster's desk

WANTED

A young man to take charge of the sales department of one of the largest manufacturers of men's fine shoes. A thorough grounding in modern merchandising practices and a record of accomplishment are essential.

Write with details to
Box A, Essex St. Station
Boston, Mass.

FROM a stenographer at \$10 a week to advertising manager at \$10,000 a year sounds like fiction—but it's fact. See page 2, June 3rd issue of the Retail Public Ledger, or send \$1 to Room 219, Public Ledger Building, Philadelphia, for a year's subscription to this semi-monthly news-magazine.

Sales Letters That Sell

Sales letters to your clients—sales letters to your list of prospects—"pep" letters to those who are on the road blazing the trail for your product.

I write them for \$5.00 each—or \$25.00 for a series of six.

Send me your catalog and state what you wish to accomplish. I write letters that sell! Try them!

R. C. Randall, 2257 South Park Ave., Chicago, Ill.

BUILDINGS

and BUILDING MANAGEMENT

reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.

City Hall Square Building, Chicago



"CLIMAX" SQUARE-TOP PAPER CLIPS

Best and most economical
Paper Clip on the market
Pat. Dec. 12, 1916

Recommended by efficiency experts.

Prices F. O. B. Buffalo.

Packed 10,000 to the Box.

10,000.....	15c per 1,000
50,000.....	14c per 1,000
100,000.....	8c per 1,000
500,000.....	7c per 1,000
1,000,000.....	6½c per 1,000

Order Direct from

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.



THE RICHEY DATA SERVICE

The facts at your finger-tips when you want them, accurate data on advertising, sales and business conditions issued monthly on loose-leaf sheets for pocket binder. Ask for bulletin, folder and sample sheets.

THE RICHEY DATA SERVICE
403 Meridian Life Bldg., Indianapolis

PAST

I CAN—

Edit a class or general magazine and make a success of a publication which is not progressing satisfactorily:

Take entire charge of editorial and advertising make-up departments of one or more magazines, install system and reduce expenses:

As consulting editor, improve the make-up of a magazine and create new, productive features without increasing manufacturing costs:

Plan special numbers and progressive, original ideas for a new magazine or an old one changing policy:

Write convincing advertising copy: Edit a house organ and make it a real publication:

Write productive promotion and sales letters:

Write articles and fiction which command attention:

I can do these things because I have done them for twelve years for big money.

PRESENT

I AM—

Revising and doing special editorial work for largest class publication in America:

Writing several articles a month for finest class magazine in the world:

Employing eight salesmen and conducting advertising selling campaign for biggest corporation in its field:

Writing copy for three national advertisers who spend millions a year in space:

I have undertaken all these things because I have very high ambitions and am willing to work like a trooper to obtain them.

FUTURE

I WANT—

To stop scattering my energies.

To make a connection which will take all my thought and time; where I will have opportunity to plan and play; where I can help build a big future for the company and myself; and where there is some real money now.

Am not a jack-of-all-trades. I simply know the new principles of editing and writing.

Am not a rolling stone but a serious, executive, ambitious, young married man who is determined to make a big success of life. Have traveled and studied and have good mental equipment. Unquestionable references.

WHAT HAVE YOU?

Address: "H. J.", Box 62, P. I.

the other day, and waist buyers throughout the country have been asked by it to follow the blue line from cover to copy page, to an inside spread which illustrates six waists. Mr. Shonts' trade-marked arrow has been "lifted" from the front cover to the inside spread with a change of color only.

In this way an apparently ingenious idea has been utilized by a manufacturer, and waist buyers in various parts of the United States receive practice in following lines before being caught in the subway cellars on their next trip to New York.

Advertising Is a Salesman to the Deaf

DUPLICATOR MANUFACTURING COMPANY
CHICAGO, June 5, 1919.

Editor of PRINTERS' INK:

Here is another use for advertising that has probably slipped the notice of some of the experts in exploiting the versatility of this medium as a selling factor. A daily prospect call report from one of our salesman in the field reads:

"This man is very deaf—cannot make him understand. Send advertising."

Advertising comes to the rescue and saves the day for a salesman on many problems that cannot be solved through personal contact. This is one case where it saved the price of a megaphone and a lot of wear and tear on a salesman's nerves.

R. K. RUSSELL,
Sales Manager.

Firemen Advertise to Secure Better Conditions

The Toronto Fire Fighters' Association, during their negotiations seeking to better the wages and hours of the firemen, went direct to the taxpayers through the medium of paid advertising. The plain and moderate statement of the facts about working conditions quickly won sympathy for the firemen, and within a very short time the attitude of the council and the public was changed. Measures leading to an amicable settlement followed and satisfactory negotiations are now under way, whereas before the advertising a serious deadlock was imminent.

W. A. Young with Philip Wolf

Wm. A. Young, recently discharged from naval service and formerly with Lord & Thomas, has been placed in charge of the plan and production department of Philip Wolf, Inc., New York.

Unusual Opportunity for Advertising Manager

A LARGE investment banking house wants an advertising manager. A knowledge of investing or banking is not required, but he must possess the ability to handle booklets, folders and newspaper advertising and to present in a pleasing way information and data furnished by department heads.

He should be a man preferably under forty, with college training, initiative and resourcefulness—one who can assume greater responsibilities as he grows familiar with the business.

The salary is limited only by the ability the successful applicant can demonstrate, as the opportunities are really quite out of the ordinary.

Address "V. P.," Box 61,
Printers' Ink.

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

ADVERTISING SALESMAN; splendid opportunity for right man on new publication. Address Information Publishing Company, 816 Cypress Ave., Brooklyn, N. Y.

Advertising man to organize and manage advertising department. New Proposition. Opportunity to become part owner if ability is demonstrated. Address Box 275, care of Printers' Ink.

YOUNG MAN, EXPERIENCED COPY WRITER FOR AGENCY WORK. ADDRESS, SPEED AND INTELLIGENCE. BOX 261, CARE OF PRINTERS' INK.

ASSISTANT EDITOR

Young man on Trade Journal in Textile Field. Must be experienced in preparing copy, make-up, etc. Room 1201, 373 Fourth Ave., New York City.

ARTIST WANTED

Young man of ability, must be a good designer for advertising literature, with original and practical ideas. Address, with particulars, Box 264, Printers' Ink.

ADVERTISING SOLICITOR WANTED Young man who has had some experience on a trade paper in the men's or women's field. Apply by letter, stating age, experience and salary expected. Address Box 280, care of Printers' Ink.

SALESMAN: An unusual opportunity is offered to handle an established interesting specialty either as an exclusive selling proposition or side line. Write for information, stating territory covered, line now selling, etc. Box 269, care of Printers' Ink.

SECRETARY TO THE HEAD OF THIS AGENCY

A GENERAL ASSISTANT—GOOD STENOGRAPHER AND A SEASONED EXECUTIVE IN SUCH MATTERS AS FILE SUPERVISION AND CARE OF CORRESPONDENCE, ETC. AN UNUSUAL OPPORTUNITY FOR A YOUNG WOMAN OF EXPERIENCE AND INITIATIVE. WRITE, GIVING FULL DETAILS. L. S. GOLDSMITH ADV. AGENCY, 244 FIFTH AVENUE, NEW YORK.

Artists—all-around ladies' fashion artists, also designers and illustrators. Permanent position.

BUCKBEE-MEARS CO.

Engravers
ST. PAUL, MINN.

WANTED—First-class Mechanical Re-toucher, also first-class Illustrator; must be able to handle wash and line drawings, lettering and designing. Reply with wages expected and samples of work. All replies confidential. Steady position for right man. Address, Box 649, Hartford, Conn.

ESTIMATOR WANTED

Man thoroughly familiar with the preparation of estimates, by high-class offset printing house in Middle West. Must be accurate and reliable. Good prospects for advancement, as business is growing rapidly. Address Box 267, care of Printers' Ink, stating age, whether married or single, experience and salary expected.

OFFICE MANAGER

Our advertising agency business has increased so rapidly that we must have a new office manager at once. He should understand agency routine, printing and advertising layout. A position limited in possibility and salary only by the occupant's ability. Write Box 259 Printers' Ink, or Phone Madison Square 4377.

Young Man with Country Newspaper experience in reportorial capacity who can adapt himself to traveling and who thinks he can develop advertising selling ability, will find this opening on staff of an established trade weekly interesting from immediate financial returns and promising good future; state age, nationality and give character as well as business references. Address Box 252, Printers' Ink.

Advertising Man Wanted

Position now open in the advertising department of a large New York concern for a young man well versed in advertising and sales promotion work.

His knowledge must embrace not only the theory but also the technique of advertising—printing effects, display work, etc.

In your reply please state age, experience, where previously employed and salary expectations.

Reply Box 266, Printers' Ink.

Copy Writer Wanted

Energetic, ambitious young man with agency or newspaper experience, as assistant to the Director of Publicity of one of the largest motor car manufacturers. An exceptional opportunity for development and advancement awaits the young man who writes with an appreciation of the value of "Truth in Advertising" and prefers to turn out "quality" rather than "quantity" copy.

Please state fully your qualifications for the position and salary desired. Outline your education and business experience. Submit samples of your work. Box 260, Printers' Ink.

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SECRETARY to Advertising Manager. Young man as secretary to Advertising Manager. Must be a good stenographer and first-class detail man; possess initiative and ambition to learn advertising as applied to a widely used electrical accessory. Previous advertising experience not essential. Address, Box 274, P. 1.

Copy Writer Wanted

An experienced copy writer desired by Detroit agency, one who has had some experience in writing furniture copy preferred, a man who can meet clients and help plan campaigns as well as write copy. Permanency of position assured to the right man. Give details of experience in letter stating salary desired, etc. Box 263, Printers' Ink.

WANTED—SALES MANAGER, EXPERIENCED IN THE ESTIMATING AND SELLING END OF THE PRINTING BUSINESS. AN EXCELLENT OPPORTUNITY FOR THE RIGHT MAN. REFERENCES REQUESTED. ADDRESS "SALES MANAGER," BOX, 265, CARE OF PRINTERS' INK.

An Exceptional Opportunity

One of the leading trade publications of the country, issued twice monthly, published in Chicago, requires the services of a high-class man to take entire charge of planning the layout and makeup of the magazine. One who has ability as an artist preferred.

None but first-class men of ability need apply. This is a real opportunity for the right man. State in first letter all particulars as to experience, salary wanted, and give references. Address National Association of Retail Clothiers, Des Moines, Ia.

ASSISTANT TO ADVERTISING MANAGER

A large nationally known concern located in New York City requires a young man with good education, preferably college, good health, experienced correspondent with some advertising experience, who has a fair knowledge of printing and engraving. Capable of handling detail in a systematic manner. Clean record essential. Box 277, care of Printers' Ink.

WANTED—Advertising salesman for trade journal leading its field. Must make Chicago headquarters and do considerable traveling. Previous experience absolutely necessary. Splendid opportunity for man who can handle territory and who is capable of developing into advertising manager. Young, single man preferred. All matter held strictly confidential. State age, experience and salary expected. Trade Press Publishing Corp., 542 S. Dearborn St., Chicago, Ill.

A successful, established advertising agency wants a man who has graduated in his own mind from the copy and account handling end of the business to the point where he believes he is ready to develop a clientele of his own. Such a man, provided he measures up to our standards, will find an opportunity with us to develop along lines which will eventually provide the greatest return in the agency business. Several accounts will be turned over to him to handle in order that he may have a basis for a start.

If this opportunity interests you and you have had previous experience which will enable you to qualify, address Box 273, care of Printers' Ink.

The Man We Want

probably won't read this, but you may know him. He's an export Sales Manager who knows the Machine Tool business thoroughly. He's making good wherever he is—but he's looking for a broader opportunity with a house that wants the world for a market and has the means to go after it.

We offer an unusual opportunity for the right man to join our sales organization and take charge of all foreign sales.

The man we want must have the very highest qualifications and have absolute confidence in himself based on past experience.

You'll be helping us both if you'll cut this out and give it to him. He can address us as follows with the assurance that this communication will be held confidential.

Box 281, Printers' Ink.

MISCELLANEOUS

FOR SALE ADDRESSOGRAPH

with electric motor and complete equipment. Write 1107 Sansom Street, Philadelphia, Pa.

You Manufacture — We Sell

Manufacturers seeking an outlet for their goods in the East can secure the services of a well-organized and successful sales agency with offices in New York City. Staff composed of men who have achieved things and are capable of handling entire advertising, sales promotion and mail-order work, as well as giving active personal representation in the East. Meyer & Mee Company, 1328 Broadway, New York.

125 copies of Printers' Ink complete for past 2 1/4 years, only \$12.00. Would make a nice gift for returned soldier adv. man. Send order to BERTHA FAYNE, Shawnee, Kansas.

WANTED

KELLY PRESS IN GOOD CONDITION, WITH D. C. MOTOR EQUIPMENT. TOLMAN PRINT, INC., 71 CENTRE ST., BROCKTON, MASS.

Printing Plants and Businesses

Bought and Sold

Printers' Outfitters

American Type Founders Products

Printers' and Bookbinders'

Machinery of Every Description

CONNOR, FENDLER & CO.

Ninety-six Beekman St.

New York City

PORCELAIN ENAMEL SIGNS

LOOK BEST - LAST LONGEST

COST LESS IN THE END

THE PORCELAIN ENAMEL & MFG. CO.

BALTIMORE, MD.

POSITIONS WANTED

SOLICITOR-SALESMAN, broad experience general and trade publications, worker and producer, widely acquainted N. Y. C. and Eastern field, open for engagement. Box 279, Printers' Ink.

EUROPEAN REPRESENTATIVE

Business man, lively and experienced, well introduced, wishes to represent exclusively, good American firm in Europe. Box 250, Printers' Ink.

SALES MANAGER, experienced in marketing specialties, desires new connection. Sold out own business to enlist in navy. A little advertising and correspondence also in my line. Box 258, Printers' Ink.

Correspondent Assistant Sales Manager, 34, mail-order and general sales experience, forceful and convincing, sound judgment, exceptional ability, desires high-class connection, manufacturing line preferred; can organize mail-order department; \$35-\$40. Box 278, P. I.

Mr. BUSY X. ECUTIVE: I will take you on a personally conducted tour through your own business for \$5,000 a year. Sales, production, income, expense, profits, all are spread before you like a panorama through

VISUAL ANALYSIS

Tons of tabulations are dead dodos. Scientific statistical analysis makes your records say something.

Address, Business Statistician, Box 253, care of Printers' Ink.

Sales promotion and copy man—36—married, thorough training and broad experience, knows automobiles and tires from A to Z, wants a position with opportunity for growth. About \$50 a week to start. Box 285, Printers' Ink.

TECHNICAL ADMAN

Engineering graduate now an advertising manager wants similar position with manufacturer of technical or other product. The man is bigger than this ad and is exceptionally good on catalogue work. Box 282, Printers' Ink.

Thoroughly Experienced Advertising

Salesman open for proposition. Twelve years on general and trade publications. Well acquainted with advertisers and agencies. Qualified to take charge of Eastern office. Address Box 286, P. I.

FOR A SMALL MONTHLY FEE

all the advantages of a high-grade technical advertising manager will be offered manufacturers of engineering products around New York City and in Connecticut by an experienced advertising manager. Write Box 262, Printers' Ink.

ARTIST

Now Art Director of National Magazine, understands engraving, printing, type faces, ad layouts, can originate advertising ideas. Adv. agency experience. Box 271, care of Printers' Ink.

Copy Writer

At present editing National magazine. Formerly feature writer, re-writer on New York daily; trade paper copy-desk experience; motion-picture publicity man. Looking for a sound proposition with opportunities limited only by ability. Box 270, care of Printers' Ink.

Experienced Executive

Age 40, American, capable manager, accustomed to responsibility, advertiser and organizer with ideas, 9 years' foreign (South American) experience, was work concluded, now ready for suitable connection at home or abroad. Box 276, Printers' Ink.

College man, three years manufacturing executive, three years as literary critic and writer, wants New York position as advertising copy writer.

No agency experience, but has written copy as free-lance. Now studying I. C. S. course in advertising. Inexperience offset by capacity for thinking and learning rapidly. \$40-\$45 to start. More when I'm worth it. Address Box 254, Printers' Ink.

WOMAN with eight years' experience handling complicated mailing lists of large corporation, desires to make a change. Has also had experience in handling mimeograph, dictaphone and mailing departments. Has executive ability, initiative, concentration, ability to manage a large force of people and willing to assume any responsibility. Minimum salary \$3000.00. Box 268, Printers' Ink.

AN EXPERIENCED AGENCY SERVICE MAN, BACK FROM FRANCE, FINDS HIS POSITION GONE.

Young, aggressive, tactful, logical, creative thinker, lucid, convincing speaker and writer, rapid producer, able to see the big idea and handle the detail. Have nothing now to sell but ability, ambition, and capacity for hard work. Seeks New York connection with agency, advertiser, or magazine representative. Box 257, care of Printers' Ink.

I want a job with an advertising organization in a Western or Middle Western city that possesses some civic pride. I have a little writing ability, a well-recommended talent for layout, and a knowledge of printing materials and methods that has come from 10 years' experience in printing plants. This technical education has been broadened somewhat by three years of study in an Eastern college, and a European tour—now completed. Box 255, Printers' Ink.

CREDIT AND COLLECTION MANAGER

Several years in service very large, progressive Corporation. En enviable record, efficiency developing, working with sales Organization, increased, better sales, good will, small losses, seeks that same position requiring peculiar fitness, native shrewdness, ripe experience, vision, leadership, resourcefulness, forcefulness combined with tact and patience, and ability so essential in successful sales work. Duncan, Box 256, P. I.

FOR SALE—To the highest bidder—services. Nineteen years' experience with the manufacturing costs and selling values of lithographing and printing in all its branches. That means HOW TO BUY—WHERE TO BUY WHAT TO BUY—WHEN TO BUY Best personal references. What have you to offer? Box 287, Printers' Ink.

RECOGNIZED MAGAZINE WRITER

Wishes to handle special copy on technical subjects for advertising agency. He is thoroughly familiar with type, art, layouts, etc., and can obtain high-class publicity in technical and general publications.

EDWARD RICE DOYLE
West 44th Street, New York.

EDITOR

Style specialist, Alexander Hamilton Institute; and Factory Management Course, Industrial Extension Institute. Office Editor, Nelson's Loose-Leaf Encyclopedia. Decided literary ability. Prefer position involving the literary rather than the mechanical side of editorial work. A.B. and A.M. (in English) Columbia University. A. S. Myers, 196 Lorraine Avenue, Upper Montclair, N. J.

Do You Need A MAN?

A MAN who knows paper.

A MAN who knows how to buy Printing, Ad Composition, Engravings, Electros, Art Work, etc.

A MAN—age, 28 years—married—two children—10 years' advertising experience.

A MAN—now employed, but seeking a job with a future.

You can get this MAN for \$3000 a year. Address "A MAN," Box 272, care of Printers' Ink.

Printing Manager

with wide experience and a thorough knowledge of the printing industry, with good artistic taste, considered an expert in typography, desires to make a connection with a progressive agency offering a field broad enough to warrant a salary of \$4,000.

He offers in return the fruits of good education and the best of training, versatility, an unusual amount of conscientious, persistent effort, coupled with pride in his work, good manners, ability to buy printing and engraving favorably due to his technical knowledge, absolute integrity, loyalty to the party giving a square deal. He is 30 years old and willing to "stick." Box 283, Printers' Ink.

INSURANCE ADVERTISING MAN

Now open for engagement. A mature writing man with 15 years insurance experience, 10 as fire company manager, who thoroughly understands both stock and mutual systems, who has produced all kinds of insurance advertising literature and who has the faculty of creating the stuff that sells policies and confidence; a man who formerly was Advertising Manager of a departmental store, newspaper reporter, editor and magazine writer, a man of college education, wide reading, versatility and the habit of research, who is now in touch with late advertising theory and practice and who, for one thing, is highly capable of conducting an advertising department for up-to-date company of reputable group of insurers.

Party is now on the Pacific Coast, but can report for work anywhere in North America on short notice. Address Box 284, Printers' Ink.

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OHIO UNIVERSITY
LIBRARY

Impression

About all that most advertising can do is to make an impression. Through its constant repetition and reiteration, outdoor advertising makes an impression that leads to expression—the purchase of the commodity advertised.

Thos. Cusack Co.

CHICAGO

NEW YORK

Largest Advertising Company in the World

Chicago Retailers and The Chicago Tribune

An investigator called on twenty-five Chicago retailers in varied lines and asked each the following questions:

"Which of the following mediums would reach YOU most effectively—

A certain National Weekly?

Another National Weekly?

Your trade paper?

A newspaper?"

Replies were as follows:

The Chicago Tribune.....	13
The Tribune Co-Operator.....	2
A trade paper.....	2
Tribune or News.....	1
News and Herald-Examiner.....	1
A trade paper.....	1
A trade paper.....	1
A national magazine.....	1
A trade paper.....	1
A trade paper.....	1
A class magazine.....	1

It is notable that of the above 25 replies only 9 failed to mention The Chicago Tribune and no other medium was mentioned more than twice. The Tribune Co-Operator although mentioned by dealers as the best means of reaching them, does not print advertising but is merely a house-organ published by the Retail Merchants Service Bureau of The Tribune to stimulate the sale of advertised products.

By using The Chicago Tribune an advertiser reaches three families out of five in the city of Chicago, including nearly 100% of the retailers in Chicago. Circulation in excess of 400,000 Daily and 700,000 Sunday.

The Chicago Tribune

101 THE WORLD'S GREATEST NEWSPAPER